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JULY 26, 1943

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The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT

WOR FIGHTS THE WAR WITH TRUTH!

Here is one of a series of hard-hitting advertisements which WOR is running in the N. Y. Herald Tribune.

It tells how WOR is fighting America's own Quislings. It shows one way in which WOR—arm in arm with *all* broadcasters —is . . .

1. Doing its bit to bring closer the day of Allied victory.

2. Stamp deep in the minds of millions of listeners radio's dramatic uniqueness as a realistic, stirring reporter of fact.

3. Building greater, more enthusiastic, listening audiences for WOR's sponsors and their agencies at *all* times of the day.

WOR . . . *that power-full station at 1440 Broadway, in New York*

A Nation's Shame

TONIGHT AT 9:30 ON WOR, HEAR A DEALER ADMIT HIS MEAT MAY BE UNHEALTHY . . . AND SAY: "LET THE CUSTOMER WORRY"

★ ★ ★ ★ ★ ★

If you are a live, eating, paying, decent American—you will listen tonight to a shocking, frightening, enraging broadcast over WOR, pointing a finger of guilt at actual Black Market saboteurs. You will hear real, living double-dealers admit their guilt; admit that they are sabotaging the War and playing viciously with your health.

YOU WILL HEAR

- ☞ a man admit that his meat may be unhealthy
- ☞ a real bootlegger break down under OPA questioning
- ☞ a description of the filth in a slaughter house
- ☞ the actual questioning and sentencing of a bootlegger

THIS HISTORIC BROADCAST was made by the WOR War Services and News Division under the skilled direction of Dave Driscoll and John Whitmore. It is another of WOR's many public service broadcasts. Working with the Newark office of the Office of Price Administration of New Jersey, these men took their recording equipment into actual Black Markets in New York and New Jersey. They recorded what actually HAPPENED; they told what they actually SAW. This is not fiction. This is TRUTH.

AMERICANS . . . The OPA is uncovering and indicting Black Market racketeers day and night. They can't end this scourge alone. They need your help. LISTEN TONIGHT. If you clench your fists with rage at what you hear, WOR and your Country will be grateful.

TONIGHT AT 9:30, HEAR WOR FIGHT THE WAR WITH TRUTH

WOR

PRINTED IN U.S.A.

"TURN IT UP A LITTLE MORE . . . WLS IS OUR FAVORITE STATION, TOO!"

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WLS offered a ration book holder for a three-cent stamp, using 27 one-minute announcements in two and one-half weeks. *Response totaled 52,091,* with 37.3% of the Major Coverage Area mail coming from Metropolitan Chicago!

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890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

WLS

CHICAGO

The
PRAIRIE FARMER STATION

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REPRESENTED BY
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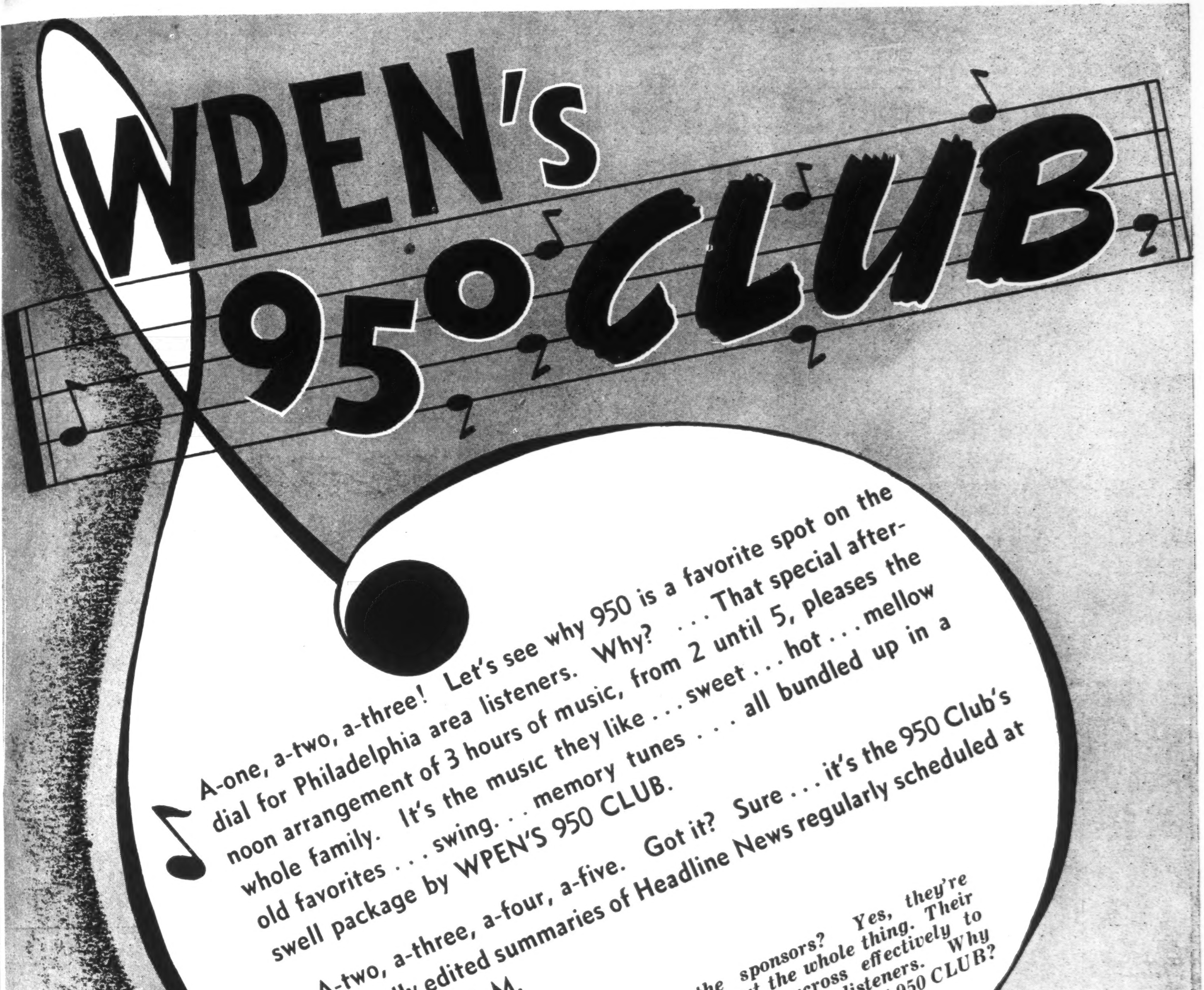

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A-two, a-three, a-four, a-five. Got it? Sure . . . it's the 950 Club's specially edited summaries of Headline News regularly scheduled at 2, 3, 4 and 5 P. M.

And the sponsors? Yes, they're happy about the whole thing. Their messages get across effectively to relaxed, receptive listeners. Why don't YOU join WPEN'S 950 CLUB?

5000 WATTS • 950 ON THE DIAL

WPEN

"Make a Note of it"

WM. PENN
BROADCASTING
CO.
INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 874 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Something New Has Been Added at KOIL, Omaha

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HUGH FELTIS ANNOUNCES NEW PERSONNEL AND DEPARTMENTS

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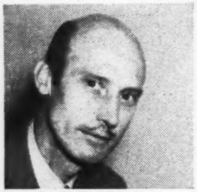
Harold Roll, director promotion, KOIL, KFAB, KFOR

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Bruce Wallace, studio manager

Had Huges, commercial program director

Orlie Penwitt, national sales secretary

Larry Tighe, newswriter

Elden Anspach, announcer

Jacqueline Gunlock, continuity

Richard Hill, engineer

Teresa Peter, music librarian

Kerm Trimble, news and special events

Lois Johnson, evening hostess

Harry Peck, announcer

PAUL MOORHEAD
AND HIS
Orchestra

GOOD LUCK TO THE OLD TIMERS

Don Searle—to KGO, general manager, San Francisco.
Art Weaver—to his own radio agency, Omaha.
Frank Samuels—to help Don at KGO.
Connie Joan Connor—to Flagstaff, Ariz., for Uncle Sam.
Harvey Twyman—to Coast Guard.

KOIL C.B.S. in *Omaha*

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

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Published Weekly by Broadcasting Publications Inc.
Executive, Editorial, Advertising and Circulation Offices, WASHINGTON 4, D. C.
874 National Press Bldg.—Telephone: MEtropolitan 1022

SOL TAISHOFF
Editor and General Manager

MARTIN CODEL
Publisher (on leave with Red Cross)

Maury Long, Advertising Manager
J. Frank Beatty, Managing Editor
Wallace F. Janssen, News Editor
Bernard Platt, Circulation Manager
Henry Liebschutz, Art Director

NEW YORK BUREAU
250 Park Avenue, Telephone—PLaza 5-8355
Bruce Robertson, Associate Editor
S. J. Paul, Assistant Advertising Manager

CHICAGO BUREAU
360 N. Michigan Avenue, Telephone—CENtral 4115, James J. McGuinn

HOLLYWOOD BUREAU
1509 N. Vine St., Telephone—GLadstone 7353, David H. Glickman
West Coast Advertising Representatives: Duncan A. Scott & Co.
San Francisco, Mills Bldg.
Los Angeles, Western Pacific Bldg.

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417 Harbour Commission Bldg., Toronto. Elgin 0775. James Montagnes

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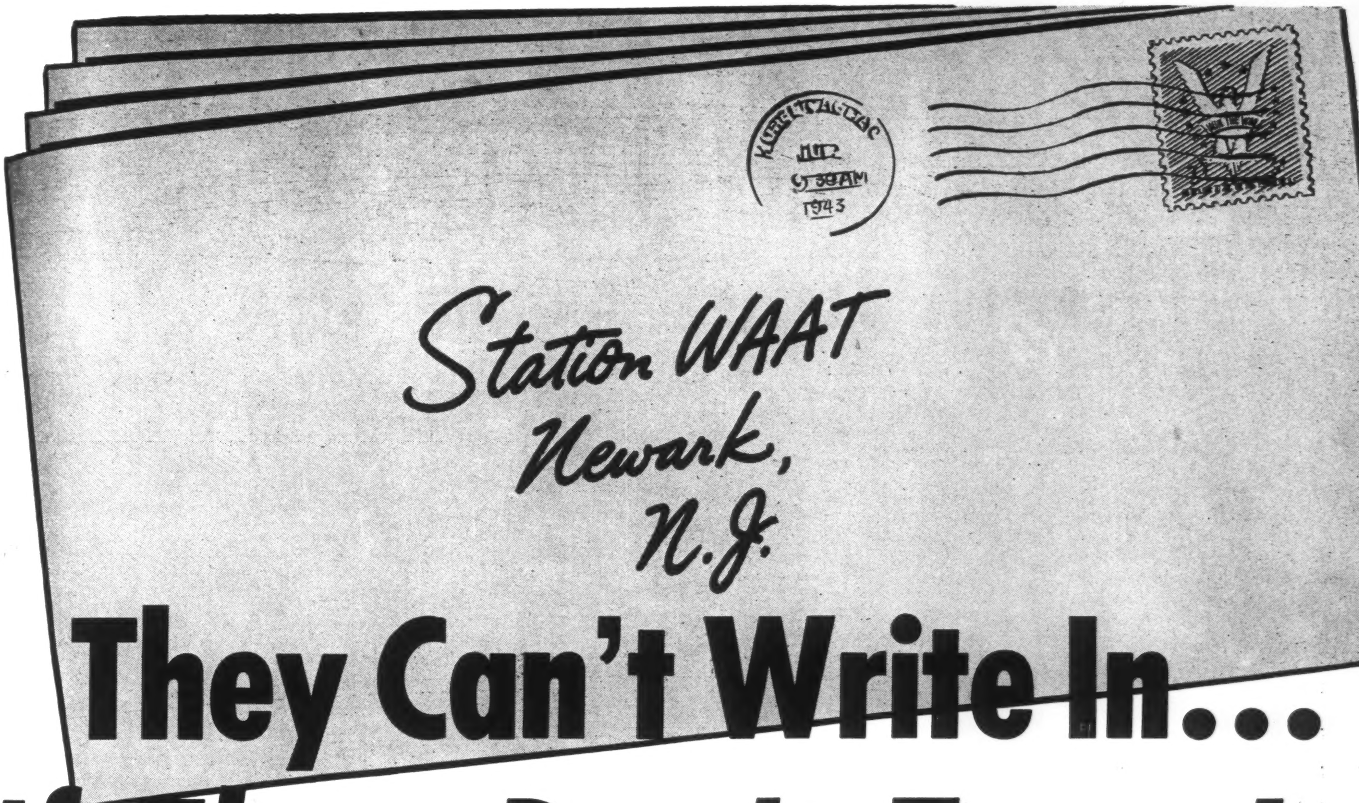

They Can't Write In... If They Don't Tune In!

SMART BUYERS
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Over ½ Million Letters Annually — And Increasing Rapidly!

Smart time buyers know WAAT consistently delivers mail at lowest cost per dollar in America's 4th Largest Market—frequently even outpulls 50,000 watters in *total* response! It will pay you to send for typical mail breakdowns. Write, wire, or phone WAAT, Hotel Douglas, Newark, N. J.

Continuous Listener Survey Shows Second Largest Audience Between 12 noon and 6 P.M. in America's 4th Largest Market!

WABC	*18%*	*STATION F*	*8%*
WAAT	*13%*	*STATION G*	*5%*
STATION C	*11%*	*STATION H*	*4%*
STATION D	*10%*	*STATION I*	*4%*
STATION E	*10%*	*STATION J*	*3%*

BUY BONDS WITH WHAT YOU SAVE!

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WAAT

"DOLLAR FOR DOLLAR NORTH JERSEY'S BEST RADIO BUY"

***** *Do you realize this market contain sover 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.***

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1931	Retail Advertising, Montgomery-Ward & Co.
1932	Universal Display Studios, Tulsa (owner)
1935	Publicity and Promotion, KTUL, Tulsa
1936	Manager, Radio Station WBBZ, Ponca City
1938	National Sales and Promotion Manager, KTUL
1943	General Manager, KTUL

IF you could sit down and talk with John Esau about advertising, you'd soon find that he's actually worked, at some time, on almost every kind of job in the industry—from painting window displays, on up! He's a versatile fellow, and "promotion happy", to quote his own words—which partially explains why his station has done such an outstanding promotion and merchandising job.

Sort of reminds us, in a way, of the combined experience of our own staff here at F&P. No matter what sort of advertising, promotion, merchandising or research job you'd name (providing it was legal, we hope!) we'd be almost sure we could point out somebody in our outfit who's had a *lot* of actual experience in that field. And *successful* experience. too!

The result is that, as a firm, we have a perspective and balance that's bound to make us more valuable to you. We're not muscle- or brain-bound about any one little restricted phase of your job. Give us a ring and see if that attitude isn't *worth something* to you, here in this pioneer group of radio-station representatives.

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WDAY	FARGO
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WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
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WCSC	CHARLESTON
WIS	COLUMBIA
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Vol. 25, No. 4 WASHINGTON, D. C., JULY 26, 1943 $5.00 A YEAR—15c A COPY

Probe to Ask Transfer of FCC War Units

Bill to Accompany Interim Report To Congress

By SOL TAISHOFF

FIRST tangible result of the House select committee investigation into the FCC will be the introduction of a bill when Congress reconvenes in September, to transfer the "war activities" of the FCC to the military services or other Government agencies.

It was learned last week, following recess of the Cox investigation until Aug. 9, that an interim report will be filed by the Committee with the House, along with a bill seeking to abolish the functions of Foreign Broadcast Intelligence Service and Radio Intelligence Division, as units of the FCC.

Bill Like Order

The measure will be in conformity with the recommendations of the Secretaries of War and Navy to President Roosevelt that such action be taken, based on findings of the Joint Chiefs of Staff [BROADCASTING, July 5]. The recommendation to the President that an executive order be issued, transferring RID to the Army and abolishing FBIS, dispatched last February, remains at the White House without action. Overhead of these two services represent two-thirds of the FCC's $8,000,000 appropriation.

This outcome was regarded as evident after four hectic hearing days last week, devoted almost entirely to operations of the two services, which Committee General Counsel Eugene L. Garey characterized as "useless." The charges, however, were vigorously disputed by an avalanche of press releases and statements issuing from the FCC branding the entire proceeding as unfair and "star chamber."

The hearings were recessed last Thursday by Chairman E. E. Cox (D-Ga.), until Aug. 9, but with the likelihood that a subcommittee of the investigating group will carry on in New York beginning about Aug. 2. This committee, Mr. Garey said, would cover alleged "Gestapo" activities of the FCC in the foreign language station field, with some 100 witnesses to be called.

Many Washington observers regarded the investigation as hitting a new high for action on both sides. Chairman Cox said he had received communications from broadcasters "large and small" that they "live in mortal fear of the FCC." There will be an intensive investigation of charges that the licensing power of the FCC "has been used to destroy free radio and free speech," he said.

Chairman Cox said that thus far the group has only "scratched the surface" and that all phases of FCC activities will be covered. The interim report will be filed with the House when it convenes after Labor Day, presumably covering the so called "war activities" phase alone. President Roosevelt's intervention, through stoppage of delivery of official documents to the Committee relating to war communications, and the silencing of Army and Navy officers in pursuance of the President's action, are expected to figure prominently in the interim report.

Efforts to strip the FCC of the FBIS and RID functions, insofar as they affect military operations, were regarded as a foregone certainty in the light of the recommendations of the military heads. Rep. Miller (R-Mo.) told BROADCASTING he would advocate committee action along that line. The measure, however, might be offered by the Committee as a whole. If that is not done, the Missourian said he would offer such a bill himself.

New York Hearing

Testimony of T.A.M. Craven, a member of the FCC since 1937 and its chief engineer the preceding two years, highlighted last week's hearing. A persistent opponent of the views of the Commission majority, Commissioner Craven expressed admiration for but disagreement with FCC Chairman James Lawrence Fly on virtually all policy considerations. He concluded, under brisk questioning of committee counsel, that the Chairman dominated the Commission but said it was because of the acquiescence of the balance of the Commission's membership. He denied the FCC was a "one-man commission" but opposed assumption of broad authority by chairmen, past and present.

The second phase of the inquiry, to get under way in New York, will be conducted by a subcommittee comprising Reps. Edward J. Hart (D-N.J.) and Richard B. Wigglesworth (R-Mass.). The time and place have not yet been set, but Chairman Cox thought it might commence by Aug. 2. Mr. Garey will handle the prosecution but if the hearings overlap the scheduled Aug. 9 proceedings in Washington, he will turn over the examination to Ambrose V. McCall, a member of his staff. Mr. McCall for 12 years was Deputy Attorney General of New York.

Many sensations were promised at the New York hearings. Mr. Garey said it would cover activities of the FCC, in collaboration with OWI Foreign Language Branch, dealing with purported "Gestapo" tactics in the forced hiring and firing of foreign language commentators.

The committee staff has been preparing for this phase of the inquiry for two months, he said. The some 100 witnesses to be called will include announcers, commentators, station owners and Government officials identified with foreign language broadcasting, he said. There will be instances of announcers and commentators summarily withdrawn from the air because of certain "pressures," he declared.

When the Washington hearings resume Aug. 9, it is expected the Committee will seek to clean up

---

FTC Net Probe Reveals No Violations

Rate, Discount Inquiry Conducted for More Than a Year

By F. M. BANNISTER

NO VIOLATION of law by any of the four major networks was disclosed during a year-long Federal Trade Commission study of rate and discount practices, Commission sources revealed last week. Since no cause of action developed, the case was said to be closed.

Rep. Wigglesworth (R-Mass.), who is understood to have requested the investigation, had no comment to make on closing of the case. It was learned, however, that he has not received a formal report on the FTC findings and it is believed he plans to pursue the matter further.

FTC Commissioner Ewin L. Davis, in charge of the case, had pointed out from the first that an investigation of this type is routine procedure and does not necessarily mean that formal action of any kind will follow.

Begun Over Year Ago

BROADCASTING learned over a year ago [BROADCASTING, Dec. 7, 1942] that following a series of informal complaints against network practices, the FTC had received one concerning the rate and discount structure of one particular network and decided on a study of all four of the major networks.

Congressional interest in the case was revealed last Feb. 15 at Appropriation Committee hearings when Congressman Wigglesworth asked the status of the radio inquiry "promised us a year ago" [BROADCASTING, Feb. 15]. Commissioner Davis informed the Committee at that time that "a very thorough investigation had been made of the whole industry".

The case was in charge of Samuel Williams, FTC chief examiner, who is now in the Army. He is known to have completed his work in the case about the first of this year. Final disposition of the matter was delayed, it was learned at the FTC, because of the absence of Commissioner Ayers in California on Commission business.

the FBIS-RID phases. Commissioner Craven is still the witness on the stand, and may undergo another week of interrogation, but not on the war activities. Commission policies on such matters as newspaper ownership, the controversial network regulation, and multiple ownership—all matters in which Commissioner Craven was in the minority—are expected to be paraded.

Fly Fighting Back

The hearings thus far have lived up to advance notices for acrimony and bitterness. Chairman Fly has countered virtually every thrust by the Committee either through press release or at press conferences. In an effort to disprove the Garey charge that the military services regarded FBIS and RID as "useless," he issued a series of five statements last Thursday and also blasted the charges at a press conference. A batch of 20 letters from war agencies using FBIS material were released by him in photostatic form to "show the great value and importance of FBIS work." It was pointed out at the Cox committee, however, that virtually all of these letters antedated the requests of the Secretaries of War and Navy and the Joint Chiefs of Staff that these functions be turned over to the Army.

Indicative of the resistance the FCC is offering were three separate clashes at last Thursday's session between FCC Counsel Charles R. Denny and Chairman Cox. Mr. Denny sought recognition to challenge charges that the FCC had made public a number of secret letters and had stripped its files to deprive the Committee of data it sought.

At another time, when Mr. Denny sought to place in the record the letters from war agencies commending FBIS and RID, Judge Cox advised him he was out of order and that the writers of the letters themselves would be called to testify under oath. A unique situation is expected to develop thereby, since the Army and Navy have blocked appearance of any of their officials or officers before the Committee.

Craven Avoids Personalities

Commissioner Craven, grilled on the value of FBIS and RID by Counsel Garey, went along generally with the Joint Chiefs of Staff on transfer of RID "military" functions to the Army but insisted the FCC should carry on its civil functions of policing the ether and running down illicit stations.

As for FBIS, he felt personally that most of its analyses were worthless but urged that the service be continued by OWI for the benefit of Government agencies other than the military. He disapproved of the FCC, as a licensing authority, engaging in "operating functions," but felt there was legitimate basis for it when the war emergency first developed, since no one else was performing the service.

If industry observers expected Commissioner Craven to become critical of Chairman Fly and his FCC majority, they were disappointed. He refused to criticize any of his colleagues, despite vigorous disagreements with the FCC majority. When Commissioner Craven said he was "embarrassed" by questions about the character and integrity of his colleagues, fired point-blank by Mr. Garey, Chairman Cox ordered cessation of that line of questioning. Mr. Garey shot back that if the Committee proposed to relieve witnesses of embarrassment, it might as well end the hearings, because "they are going to be embarrassed."

In the "battle of headlines" between the FCC and the Committee, which has been alleged on both sides, Chairman Cox at the closing session Thursday charged the Commission was releasing information supporting its own case and at the same time withholding information from the Committee. "You are putting in letters that substantiate your case," Chairman Cox told Commission Counsel Denny at one point, "but you are withholding and covering up by designating as confidential anything that shows Army dissatisfaction with your services." Mr. Denny flatly denied all allegations.

Intensifying the controversy over the President's instructions not to release to the Committee data considered confidential was a June 17 letter received by Mr. Garey from Harold D. Smith, director of the Bureau of the Budget. When Mr. Smith appeared before the Committee July 9 and refused to produce files on the FBIS-RID transfer, because of instructions from the White House, Chairman Cox asked him whether he would testify in executive session on these matters.

Committee Defied

"This is to advise," sad the July 17 letter, "that in view of the instructions received from the President as reported in my previous letter of July 6, and for additional reasons indicated in the opinion of the Attorney General which accompanied that letter, I have no choice but to decline to testify or otherwise furnish the Committee any information in the possession of the Bureau concerning these matters, whether in executive session or otherwise."

Chairman Cox observed that the time had come for Congress to assert its authority to compel production of information. He said military secrets are not being divulged but that he did not want witnesses to hide behind the phrase "contrary to the public interest." He charged a "mutiny against Congress" because of the refusal of witnesses to testify or produce documents. This matter, too, it is expected, will be taken to the floor of the House in September.

Mr. Garey had charged from the outset that "deception of Congress" had been perpetrated by the FCC to get appropriations for the war activities and cited alleged misuse of funds. He contended that the FBIS and RID services, since their inception, had cost taxpayers about eight million dollars.

'Manipulation' Charge

Beyond that, he charged that the Commission had "manipulated" appropriations given the FCC for specific purposes by using them in a manner not authorized by Congress.

The entire six-hour session last Monday—the first full day of hearing—was given over to so-called national defense activities of the FCC. Principal witness was Harry S. Barger, chief investigator of the Committee, who identified numerous exhibits on FBIS and RID functions, and recounted interviews with officials of the FCC, Budget Bureau, Army, Navy, and other Governmental agencies dealing with those operations.

Mr. Garey sought to bring out that the FCC was not authorized either by executive order or enabling legislation to create either FBIS or RID, showing that the

(*Continued on page 20*)

Rumors About Sale of Blue Becoming Hotter Every Hour

No Contract Can Be Signed Until Sarnoff Gets Back to New York, Net Officials Declare

INDICATIONS that sale of the BLUE network may be consummated in the near future, possibly this week, were given last week by frequent reports that the deal was already completed. Recurring on an almost hourly basis and originating in Washington, Hollywood and other rumor centers as well as New York, these reports were unanimously vague concerning the identity of the purchaser of the network, although many of them were couched in language designed to indicate that "we could tell if we wanted to."

BLUE spokesmen consistently denied all reports of a completed sale, stating that no contract will be signed until the return to New York of David Sarnoff, RCA president, from an inspection trip of RCA's midwestern manufacturing plants.

In Chicago Mr. Sarnoff said several offers had been made but none since he left New York. No Chicago interests are among those bidding, he said.

Concededly Warmer

Admitting the situation "is warmer than it was," executives of the network said it may still be some time before sale is complete.

Several of the more than 30 individuals, organizations and groups that have expressed interest in acquiring ownership of the BLUE network are still in the running, it was said. While BLUE executives declined to disclose names, it is generally believed the leading contenders at the moment are a Wall Street syndicate represented by the brokerage firm of Dillon Read & Co. and partnership of James H. McGraw Jr., president, McGraw-Hill Publishing Co., and Edward J. Noble, owner of WMCA, New York.

BLUE attitude toward all reports of an imminent sale has been that the acquisition of a nationwide network is not a simple matter and that even an actively interested prospective purchaser will probably spend months examining the BLUE's past performance record and attempting to forecast the future. It was pointed out that broadcasting is not a fixed technique; that FM, television and possibly other postwar developments may completely change the present system of network broadcasting and that in any event they will require heavy expenditures by network operators; that as soon as the war is over and equipment available the BLUE will want to establish its own studios and facilities in New York, Chicago, Hollywood and San Francisco; that, in other words, any purchaser of the BLUE must be ready to make further heavy capital expenditures in the next few years.

Reclassified

"CONFIDENTIAL" is a word which on Wednesday last had already evoked much controversy at hearings of the Cox Committee. So when Counsel Garey pointed out that Commissioner Craven's 1938 memorandum on FCC reorganization was marked "confidential," the engineer quickly had an answer. Because he had marked the memo himself, he could "declassify it."

He then proclaimed: "I hereby declassify the document as not confidential." It was then read into the record and served as a basis for most of the day's examination.

Vick's Annual Plans

VICK CHEMICAL Co., New York, will start its annual radio campaign for Va-tro-nol and Vaporub Sept. 13, using an extensive list of stations throughout the country in even more markets than those selected last year. Company is lining up quarter-hour programs featuring news as well as five-minute spots and other types of programs. Agency is Morse International, New York.

WLB Disc Rule Departs From Custom

Some Disappointment in Industry Circles Is Expressed

DECISION of the National War Labor Board last week to accept jurisdiction in the Petrillo case was received by the broadcasting industry with mixed feelings because of the failure of the Board to order the AFM union to resume the making of transcriptions.

A. Walter Socolow, attorney for the seven transcription companies involved in the dispute, expressed astonishment that the Board departed from its policy of suspending a strike pending decision of a case.

Chance of Relief

A number of broadcasters queried on the WLB action expressed keen disappointment over the failure of the Board to order prompt resumption of recording, to bolster depleted inventories. They felt. however, that by taking jurisdiction, the Board, upon being apprised of the full facts, would conclude that AFM had in effect called a "strike", and that relief would be forthcoming.

Apprised of the Board's decision, Mr. Petrillo's only comment was that the Board had not granted the request of the transcribers to order the musicians back to work before hearings are started.

The Board's action in accepting jurisdiction in the Petrillo dispute was taken by unanimous vote. An order appointing a panel to examine the merits of the case and the opinion by which the Board decided to act were not yet issued as BROADCASTING went to press.

One of the principal issues in the dispute is whether a strike exists, an issue argued at a preliminary hearing in Washington, July 9 in which Joseph A. Padway, attorney for the AFM, questioned the power of the Board to act, contending the musicians simply "quit" [BROADCASTING, July 9].

Mr. Petrillo and Mr. Padway had indicated at the hearing that they might appeal the case to the courts if the Board took jurisdiction.

Mr. Socolow issued the following statement regarding the Board's action:

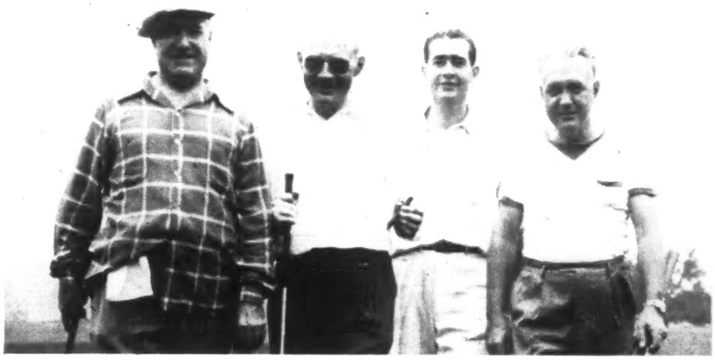
"I have not seen the order of the National War Labor Board announcing assumption of jurisdiction over the strike of the American Federation of Musicians against the electrical transcription manufacturers. I am astonished that in assuming jurisdiction it is reported that the Board for the first time has deviated from its sound policy of ordering a suspension of the strike pending a decision of the case on its merits. This is all the more extraordinary in the present case, since Mr. Petrillo announced in advance that he did not intend to comply with any ruling of the Board.

"The electrical transcription companies are thus placed in a position of proceeding with what is in effect an arbitration when they have promised to abide by the decision, but the other party has anounced in advance that he intends to disregard the result if he does not like it. Moreover, in permitting this strike to continue, the Board has disregarded the cautions of high governmental officials that the continuance of the strike acts as a drag upon the war effort by interfering with wartime communication and with national morale.

"The electrical transcription companies will appear before any panel appointed by the Board but will urge that the American Federation of Musicians should agree in advance to abide by the ultimate decision of the Board. No premium should be placed upon defiance and if Mr. Petrillo does not withdraw his threats of non-compliance, the employers will ask the Board to take further measures to protect the transcription industry against the union's announced plans to destroy it."

Dispute to Petrillo

JAMES C. PETRILLO, AFM president, has been requested by Local 77, Philadelphia musicians' union, to step in the breach between the union and KYW over the signing of a new contract for the studio orchestra. Major point in dispute is the matter of vacations. Under the old contract, which expired on Jan. 1, the studio orchestra took a compulsory vacation of five weeks without pay. Since the first of the year, the musicians have continued at the station on an extension of the old contract pending settlement.



PERPETUAL FOURSOME is this group which has waged a continuous tournament for several years at annual outings of the NBC Athletic Assn. Clarence L. Menser (r) is subbing for BLUE president Mark Woods, but otherwise it is the original aggregation (l to r) Frank E. Mullen, NBC vice-president and general manager with E. C. Anderson of RCA *vs.* C. Lloyd Egner, NBC vice-president in charge of recordings and Mr. Menser, who is NBC vice-president in charge of programs. Again, the pairs were all-even at the 18th hole.

Special Meeting of NAB Board Called To Hear Legislative Committee Report

MATTERS pertaining to organization of the NAB are slated for consideration at a special meeting of the association's board of directors called for next Friday in Chicago, according to President Neville Miller.

The meeting, requested by petition of a number of board members who are on the legislative committee, was decided upon following a session of the legislative committee in Washington last Wednesday. Telegrams to the NAB seeking the meeting were received last Thursday.

The virtually identical telegrams stated that the petition for the meeting of the full board was "to receive and act upon a report and recommendations of the legislative committee." The legislative committee was formed last May, following the so-called Frankfurter opinion of the Supreme Court. Comprising 10 members, all members of the board, it was given virtually unlimited powers. At its organization meeting in May the committee stated that new legislation is "the only hope of free radio in America."

Plans for the board meeting were made following adjournment of the legislative committee session, of which Mr. Miller also is chairman. Mr. Miller stated, however, that at its three-hour session the committee discussed pending legislation and other matters, but did not reach any conclusion on a report and recommendation. It is presumed, therefore, that the report and recommendation made to the full board will be by several of the legislative committee, rather than as a matter of formal action of the full committee.

Members of the committee who met in Washington at the three-hour morning session, at the call of President Miller, last Wednesday were: Nathan Lord, WAVE, Louisville; G. Richard Shafto, WIS, Columbia, S. C.; James W. Woodruff Jr., WRBL, Columbus, Ga.; Ed Yocum, KGHL, Billings, Mont.; Don S. Elias, WWNC, Asheville; Clair R. McCollough, WGAL, Lancaster; James D. Shouse, WLW, Cincinnati; Frank M. Russell, NBC Washington vice-president; and Joseph H. Ream, CBS vice-president and secretary. Also present was C. E. Arney Jr., NAB secretary-treasurer.

A conference of the committee was held later in the afternoon and was not attended by Mr. Miller. The telegram for the call for the special board meeting ensued.

AFM Local Calls Strike on Discs

Walkout at WMC, Memphis, Is Blow at Hill-Billies

AFM LOCAL No. 71, Memphis, called a musicians' walkout at WMC effective midnight July 20, after Henry W. Slavick, station manager, refused to discontinue the making of electrical transcriptions by non-union hill-billy players.

The transcriptions, for regional advertisers, have been scheduled on approximately 20 stations in the South for more than three and one-half years without objections or complaints.

In the past and at present, the local union does not have any objection to station employment of non-union hill-billy musicians, and according to Slavick local hill-billy musicians have not been welcomed or solicited for membership in the local union.

The station does not consider that the local or national union has jurisdiction over employment of non-union hill-billy musicians whether for broadcasting or transcribing; the station has no contract with the local union effecting employment of hill-billy players, and the last union contract with the local expired more than three years ago. Nevertheless the station has maintained its national quota of musicians since expiration of the last contract. As a matter of fact, WMC has in the past six months expended more than twice the amount for union musicians required under the old national quota. Twelve to 14 non-union hill-billies have been and are now employed.

Seven union staff musicians were called out with an additional five members being engaged for spot broadcasting. There was no controversy between the local and station over wages or hours or other working conditions. Strike was called strictly because of the making of tailor-made electrical transcriptions by non-union hill-billy musicians. Outside of two programs designed exclusively for the promotion of the war effort by local advertisers, Mr. Slavick stated that station programs have not been materially affected.

STATING HIS CONVICTION that department stores will depend more and more on radio as an advertising medium, Benjamin Sisholz, president of Francis Rogers & Sons, New York department store, signs a 52-week renewal for *News Through a Woman's Eyes*, conducted by Kathryn Cravens on WNEW, New York. Left to right are Alfred Rogers, treasurer of the store; Kermit Moss, WNEW account executive; Miss Cravens, Joseph F. Callo, president of Callo, McNamara, Shoeneich, agency for Rogers Store, and Mr. Sisholz.

NBC Breaks Anti-Disc Ruling For Army Embarkation Pickup

EMBARKATION of the 45th Division from American shores direct into the Sicilian battle was portrayed by actual recordings during the July 25 *Army Hour* on NBC. It was one of the few times NBC has carried recordings on the network.

On three previous occasions NBC has departed from its anti-recording rule. Departures occurred at the time of the *Hindenberg* dirigible crash, when a WLS crew was present with a portable recorder; the abdication speech of Edward VIII of England, and the broadcast in French by President Roosevelt at the time of the African invasion in November, 1942.

Novel Technique

Novel broadcast technique was devised to present the details of what soldiers feel and what they say as they sail into battle. Maj. Jack Harris, acting chief of the Radio Branch, War Dept. Bureau of Public Relations, and Capt. Ed Byron of *Mr. District Attorney* fame, recorded the troop movement with the aid of Signal Corps crews and equipment. Concealed microphones were placed in strategic places to catch actual reactions of troops during the combat-headed embarkation. The 45th Division, trained in this country, was commended last week for its achievements in Sicily.

Conversation of troops, entertainment, speeches of captains to their companies, message of the commanding general to the task force—all are recorded vividly in the 24-minute document prepared from the recorded material.

After embarkation, the sound films were locked in vaults. No civilians took part in any phase of the process. Films were edited by the Army and a 24-minute disc was prepared for the *Army Hour*. High War Dept. officials requested use of the recording on the *Hour*.

Daniel Gellerup Given Leave for War Activity

DANIEL W. GELLERUP, since 1925 technical supervisor of radio of the *Milwaukee Journal* stations, WTMJ and W55M, last week was granted an indefinite leave to serve in the war effort. He will be associated with Columbia U. Division of War Research, engaged in specialized electronic development work for the armed forces. He will be assigned to the Navy as a civilian consulting engineer, operating under the National Defense Research Committee.

Mr. Gellerup's connection with broadcasting goes back to the beginning, when he was engineer for Milwaukee's first station, WAAK, in 1921. He joined the Journal Co. in 1925 as chief engineer for WHAD, then operated jointly by the newspaper and Marquette University. In 1927 the *Journal* acquired WTMJ. One of the country's best-known radio engineers, Mr. Gellerup has engaged in television, experimental facsimile, ultra-high frequency broadcasting and FM, pursuits. He planned the technical as well as standard broadcasting setup of the Journal's Radio City Bldg. with all equipment installed under his supervision.

Patience Rewarded

DELIVERED seven years (to the day) after mailing, a letter addressed to KMOX, St. Louis, has at last been answered. The reply states that KMOX no longer has the "stain bulletin and automobile driver's guide" requested but since the writer had been so patient these past seven years KMOX would be very glad to make compensation in some way—perhaps by sending any of the offers now available at the station. The long delayed letter had just recently been found in a boxcar near Springfield, Ill.

KIRBY ABROAD ON RECORDER PLANS

COL. EDWARD M. KIRBY, chief of the Radio Branch, Bureau of Public Relations, War Dept., is now abroad in connection with Army plans for use of magnetic wire-sound recorders and other radio matters. Maj. Jack Harris is acting chief of the branch in his absence.

John McVane, speaking last Wednesday from London on the *NBC World Round-up*, described a demonstration of the wire recorder given for the benefit of network correspondents. The apparatus will be employed to record sounds of actual battle for use in action broadcasts of the fighting fronts, he said.

Col. Kirby took three recorder units with him for use in public relations offices in various theatres of operation. He will give instructions in the utilization of the devices in radio coverage of the war which has been projected for some months [BROADCASTING, June 28, April 26].

The War Dept. plans to use many more of the recorders when they can be obtained in quantity. Units now in operation are bench made but it is expected that volume production will start in the fall.

While abroad, Col. Kirby will confer with network representatives in connection with operations of the Radio Branch and will visit various Army public relations offices to coordinate the work of the home and fighting fronts.

WDSM on Blue

NEWEST BLUE affiliate is WDSM, Superior, Wis., which on July 25 became a basic supplementary station for that network, bringing the total number of BLUE stations to 159.WDSM, outlet for Duluth, Minn., and Superior, operates full time, with 100 watts and frequency of 1,230 kilocycles. Manager is Robert D. Kennedy.

More Take Spanish

TIME Magazine's radio series, *Let's Learn Spanish*, which was resumed on WQXR, New York, July 5, has been expanded in transcription form to a total of about 27 stations. Latest stations to carry the quarter-hour discs are WLAC, WTAQ, WRNL, CKLW, WSOY. Series is distributed through Harry S. Goodman, New York.

WSAY Settlement Viewed As Likely

WLB Urges That Status Quo Be Maintained For Present

LIKELIHOOD of peaceful settlement of the dispute between WSAY, Rochester, and James C. Petrillo, president of the American Federation of Musicians, was seen last week as the National War Labor Board took steps to maintain the status quo pending investigation of the case.

Queried in New York about the musicians strike at WSAY, Mr. Petrillo said he had met Wednesday with Gordon P. Brown, owner and general manager of the station and a further meeting was scheduled for today (July 26).

Action to effect settlement was begun July 17 when the Board telegraphed Mr. Brown, Leonard Campbell, president of Musicians Protective Assn., Local 66, and Mr. Petrillo as follows:

"The dispute involving radio broadcasting station WSAY, Rochester, N. Y., and Musicians Protective Association, 66, affiliated with the AFL, has been certified to the National Labor Board. The WLB urges the parties to this dispute to maintain the status quo until such time as the issue can be settled by peaceful and orderly procedures established by your Government for the settlement of labor disputes. Please reply."

Case in Abeyance

Formal acknowledgements of the telegram were received from the parties involved, WLB stated, adding that there were indications that the matter would be adjusted without much difficulty. The dispute i still before the new case committe which has not yet determine whether it shall go before the fu board.

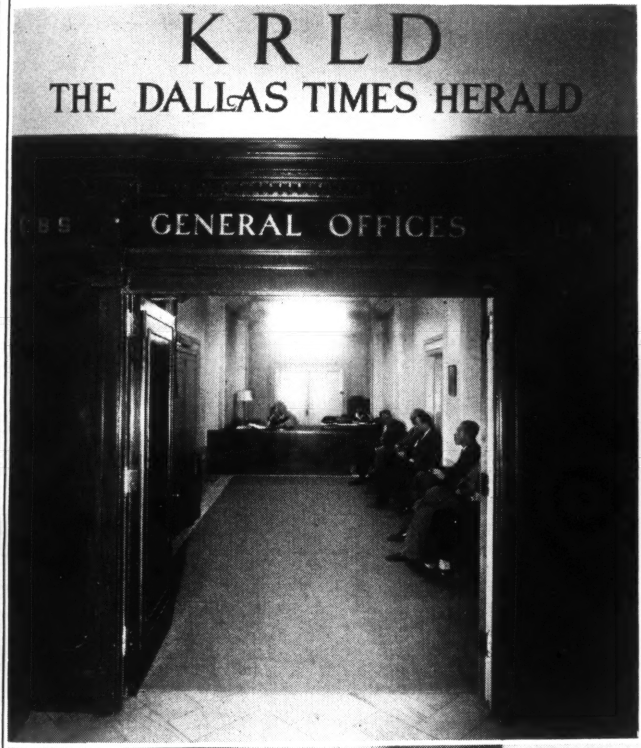
The dispute arose when th union's contract with WSAY e pired last January and the unio demanded that the new contra provide for five stand-ins. Whe the station refused to meet this d mand the union decided to stop su plying the station with live mus cians and asked the Mutual Broa casting System not to supp WSAY with live musical program The Board's telegram has the e fect of holding the case in abeyan until the merits can be determin

Ad Tax Agitated

AN EXCISE TAX on all adverti ing of consumer goods was a vocated at the seventh annu meeting of Consumers Union, group whose functions is to eval ate consumer products for memb subscribers. Attacking the preva ing "advertising as usual" attitu "in a period in which the need is *retard* current consumptio rather than to stimulate sales, t Union purposes the tax as part a five-point program for warti advertising.

KRLD *The Dallas Times Herald Station* INCREASES FACILITIES

Pictures below show newly added quarters from which this 50,000 watt CBS station serves the Great Dallas-Fort Worth market area and the Southwest.



Upper left, main reception room with double doors at back leading into executive offices. Lower left, interior of newest studio A, with staff orchestra.

Upper right. Managing Director Clyde Rembert. Lower right, close-up of secretarial staff. Insert, President John W. Runyon.

THE BRANHAM COMPANY

National Representatives

XUM

'What's New' Series of RCA First of Fall Hour Programs

News, Science, Sports, Arts and Other Lines to Be Covered, With Foreign Pickups Inserted

FIRST full-hour program to make its debut this fall will be the new series titled *What's New?* which RCA will sponsor on 158 BLUE stations in the Saturday evening 7-8 period, starting Sept. 4. Series has been under consideration since last April when RCA asked three of the agencies handling parts of its account to submit program ideas for an institutional program. J. Walter Thompson Co., New York, was the agency selected and the series was approved early in July by the RCA board of directors.

Theme of each week's show will be a kaleidoscopic picture of "What's New" in the world today —in such fields as news, science, sports, the arts, education, agriculture and the home. Most of the hour will originate in the Hollywood studios of the BLUE with occasional switches to New York, Washington, etc., and shortwave pickups from abroad.

Reaching All Ages

According to David Sarnoff, president of RCA, "the aim in showmanship will be to present a timely performance of interest to listeners of all ages. We will draw upon the latest in radio art technique and in science to make this program of high quality entertainment for Americans in all walks of life."

Don Ameche, noted star of radio and films, as the RCA "host" will appear with Hollywood stars in dramatic scenes from new plays, books or moving pictures. Comedians who have returned from entertaining troops overseas will tell of their experiences; commentators, research scientists, opera stars, sports heroes all will be featured along with the RCA-Victor orchestra and chorus.

According to J. Walter Thompson, a working staff of 46 men and women will be required to keep the show in operation. They are already at work previewing pictures, reading scripts, and writing experimental spots for future presentation. Robert T. Colwell, vice-president in charge of writers at the agency, is leaving shortly for Hollywood to line up the show, and Tony Sanford has been tentatively set as director. Among the producers is Fritz Blocki, who recently joined J. Walter Thompson to work on the RCA account.

In addition to the hour show on the BLUE, RCA is lining up a campaign of one-minute spot announcements to start on an extensive list of stations from coast to coast the week of July 26. This campaign of transcribed announcements, placed on several stations in each market and expected in some cases to run on a 15-25 times-a-week basis, is being placed by Ruthrauff & Ryan, New York. No further details on the total number of stations or the nature of the spots was available as BROADCASTING went to press.

EMPLOYE GOODWILL
Now Boosted by N & W With Radio Get-to-Gethers

NORFOLK & WESTERN Railway Co. uses radio to maintain contact with its employes.

Before Pearl Harbor 500 or more delegates representing the 23,000 N & W employes met each year to discuss items of mutual interest, and then these delegates retold the story of the convention at the regular meetings of the N & W local Better Service Clubs.

But now vital war transportation has made conventions out of the question. N & W solves the problem with its periodic broadcasts begun last December.

The last program, featuring on-the-job interviews with N & W employes, was carried to all employes and the public in Norfolk & Western territory over 19 stations in Virginia, West Virginia, North Carolina, Tennessee, Maryland and Ohio.

Scheduled for the evening hours, the half-hour transcribed program was promoted by spots, newspaper advertisements, 3,000 posters, and letters to chairmen of the Better Service Clubs.

Two Kroger Serials

KROGER GROCERY & BAKING Co., Cincinnati, beginning Aug. 2 will sponsor two daytime transcribed serials on WMAQ, Chicago. The firm will advertise meats and bread. Both the dramas, *Linda's First Love* and *Editor's Daughter*, will be presented by WMAQ for one week on a sustaining basis beginning July 26, when the former will be heard from 12:15 to 12:30 p.m. and the latter from 12:30 to 12:45 p.m. In the half-hour period under Kroger sponsorship Aug. 2, *Editor's Daughter* will be heard at 12 noon and *Linda's First Love* at 12:15 p.m. Agency is Ralph H. Jones Co., Cincinnati.

WBBZ Transfer Approved

ADELAIDE LILLIAN CARRELL, executrix of the estate of her husband, Charles Lewis Carrell, was last week granted consent by the FCC to assignment of the license of WBBZ, Ponca City, Okla., to herself in her individual capacity. The license was also renewed for the regular period. WBBZ operates on 1230 kc with 250 watts.

Oil Firm's Plans

ASSOCIATED OIL CO., San Francisco, sponsors of football broadcasts exclusively on the Pacific Coast, plans to reinforce its fall schedule with a supplementary variety show. Buchanan & Co., agency now handling the account, is auditioning at NBC, BLUE, Don Lee, Mutual and CBS.

ARMY ORDERS change the old order as Frank B. Falknor (l), for 10 years operations engineer of CBS Central Division, having received a major's commission, congratulates his successor, James Beloungy.

Falknor Now a Major; Tube Post to Beloungy

FRANK B. FALKNOR, chief engineer of the CBS Central Division since 1933, has been commissioned a major in the Army and is expected to leave the country shortly. James Beloungy, CBS engineering executive, who for the past year has been in charge of the vacuum tube rebuilding plant for Freeland & Olschner, in New Orleans, has been named Maj. Falknor's successor.

Maj. Falknor, prior to joining CBS, was partner in the firm of Doolittle & Falknor, broadcast equipment manufacturers. He has been responsible for the installation of a number of high-powered transmitters for CBS. Mr. Beloungy was chief engineer of WBT, Charlotte, CBS-owned station, prior to assignment to the New Orleans tube project, and has been with the network for nearly a decade.

Corp. Koops' Ft. Wayne Is Awarded Two Medals

CORP. EDWARD C. KOOPS, former production manager of WOWO-WGL, Fort Wayne, returned to Fort Wayne last week on a brief furlough. Recently lost in action for three days without food, during which time he was wounded in hand-to-hand fighting, Corp. Koops has received the Order of the Purple Heart Medal and the Air Force Valor Award for bravery in action.

NBC Station Sessions

NILES TRAMMELL, NBC president, and William S. Hedges, vice-president in charge of the network's stations department, will address a meeting of NBC affiliates in the Mountain and Pacific Coast areas, to be held in San Francisco on Aug. 2, for a general discussion of network-station problems. Mr. Trammell will visit NBC's Hollywood headquarters before returning east, while Mr. Hedges will swing through the northwest with stopovers in Seattle, Portland, Spokane and St. Paul-Minneapolis on his way back to New York.

Texas A&M Full Daytime At 1150 kc

KTBC, Austin, Gets Fulltime; No Longer Shares 590 Wave

CLIMAXING a two-year effort to acquire better facilities, WTAW, non-commercial educational station of Texas A & M College, College Station, was last week granted full daytime operation on 1150 kc by the FCC. WTAW had previously shared time with KTBC Austin, on this frequency.

KTBC at the same time was granted full time on 590 kc, with 1 kw daytime, 250 watts nighttime. KTBC had indicated, when WTAW first asked the Commission for its facilities about two years ago, that it would not oppose the request if KTBC could have the more favorable regional frequency on 590 kc, with increased power. It is understood that KTBC will be granted 1 kw night, with directional antenna for night use, according to its application, when materials are available after the war emergency. Crystals, the only necessary equipment for the present shift, are available.

The application of WTAW for full daytime operation outlined elaborate plans for increased educational programs, including greatly increased instruction in scientific practice in farming and dairying. All operating personnel in both engineering and program departments consists of college students, with the exception of John O. Rosser, program director, who also acts as general manager, and Prof. H. C. Dillingham, chief engineer.

TELEVISION READY WHEN WAR IS OVER

FULL-SCALE commercial television and television receiving set "within the range of the averag pocketbook" will become realitie "within the shortest space of tim required to re-convert the radi manufacturing industry from wa to peace production," according t Ralph R. Beal, research director o RCA, in an interview last week wit an Associated Press reporter.

Mr. Beal predicted reasonabl priced home receiving sets wi screens from 6 to 24 inches i width, providing "a much mor satisfactory entertainment mediu than has been achieved."

Basic factor in the post-war development of television, Mr. Bea said, could be a chain of automati relay stations to re-transmit television programs from their origination point. The transmission o on-the-scene telecasts will als forge ahead through the evolutio of portable sending equipment lig enough to be carried by plane, a well as the perfection of new lense for television cameras making possible the transmisison of actio scenes without special lighting. Research now under way also indicat that color telecasts are a probability, Mr. Beal added, after the complex equipment now required f them has been simplified.

XUM

ACHIEVING A NEW HIGH IN HOOPER RATING*

4.2 RATING

17% OF LISTENERS

* According to the Hooper Continuing Measurement of Radio Listening. Sunday daytime. Winter and Spring 1942-1943.

THIS LITTLE BUDGET WENT TO THE "920 CLUB"

WORL

BOSTON, MASS.

O'Neil Is Opening WJW on August 29

New Cleveland 'Blue' Unit On 850 kc With 5,000 w

OPENING of a new radio station, an unusual event since the outbreak of war, is scheduled to take place in Cleveland on Aug. 29 when WJW, new BLUE outlet, will go on the air for the first time on its 850 kc. frequency.

Mr. O'Neil

William M. O'Neil, owner of the 5,000 watt station, has announced many special features for the first day's broadcast, including a special program in one of the large Cleveland auditoriums. Wendell L. Willkie and Governor John W. Bricker, leading Republican candidates for the 1944 nomination, have been asked to participate by giving the country their views on national issues, Mr. O'Neil announced.

It is of interest that the General Tire & Rubber Co., headed by William F. O'Neil, father of the WJW president, is the owner of the Yankee Network in New England. The younger O'Neil is transferring to WJW from Akron where he still owns Mutual Network facilities. The FCC has not yet ruled on his ownership of the Akron outlet.

No B-S-H Split

H. M. DANCER, president of Blackett-Sample-Hummert Inc., last week denied reports that the advertising agency was about to undergo a major reorganization, involving the division of its New York and Chicago organizations into separate companies. Stating that such reports are annual occurrences, Mr. Dancer said that this year's crop of rumors is no truer than those in the past. He said that there are no present plans for any general reorganization of the agency.

WOR Conductor Heads Los Angeles Orchestra

ALFRED WALLENSTEIN, musical director of WOR, New York, and noted as a conductor and musician, has been appointed permanent conductor and musical director of the Los Angeles Philharmonic Orchestra, according to an announcement last Friday by Harvey S. Mudd, president of the board of directors of the orchestra. Mr. Wallenstein is taking a leave of absence from WOR, his post to remain vacant until his return at the end of the orchestral season early in 1944.

With this appointment, the Los Angeles Philharmonic becomes the only major American orchestra to be directed by a native-born conductor. Mr. Wallenstein was a member of the orchestra 25 years ago when he was first cellist, and he has also appeared as guest conductor several times during the past 12 years.

ASCAP Membership Extension to 1965 Would Forestall Result of BMI Suit

A RESOLUTION authorizing extension of current ASCAP membership agreements for an additional 15 years, or until Dec. 31, 1965, was adopted by the Society's board of directors at a special meeting July 14, it was learned last week. The action is not binding on individual ASCAP members until and unless they individually sign agreements extending their contracts with ASCAP until the proposed expiration date, more than 22 years away.

John G. Paine, general manager of ASCAP, said that one of the chief reasons for the change was to assure the broadcasters who have taken licenses for the performance of ASCAP music that the renewal clauses in these contracts mean something. These renewal clauses provide for an automatic extension of the present contracts for an additional term equal to that of the original contracts, but not to exceed nine years, on the condition that ASCAP "has or obtains from substantially all its present or future members the right to contract" for the broadcasting of their music.

Explains Meaning

"For some reason," Mr. Paine said, "a feeling has arisen among broadcasters that the renewal provisions in the present ASCAP contracts are without meaning as long as the ASCAP membership agreements run for only one year longer than the station contracts."

Station and network ASCAP contracts expire Dec. 31, 1949. ASCAP's current membership agreements expire Dec. 31, 1950. A new contract signed by a broadcaster with ASCAP on the former date might, then, become much less valuable after the first year if the majority of the ASCAP members should decide not to remain with ASCAP, but to license their music through BMI or some other licensing organization. "If this extension plan goes through, a nine-year renewal would be more than covered," Mr. Paine explained.

Effect on BMI

Major purpose of the proposal, however, is generally seen as forestalling the possible disrupture effects on ASCAP of the suit of BMI and Edward B. Marks Music Corp., which is scheduled to come to trial this fall. Action asks the court to award the exclusive rights to license the performance of musical compositions to the publisher. Since ASCAP obtains licensing rights from both publishers and writers, dividing royalties equally between the two groups of its members, any court decision finally awarding all rights to either the publisher or the writer would upset the present arrangement.

If the publisher controls the rights, then the assignment of those rights by the writer has no meaning. Similarly, if the courts were to vest the licensing rights with the writer, then the publisher would have nothing to assign. If, however, both publishers and writers agree to assign their rights to ASCAP until Dec. 31, 1965, the effects of the decision, whichever way it may go, will not be felt by either group for more than 22 years, and the continuation of ASCAP for that period would be assured.

Hoyt Names Rogers

APPOINTMENT of James G. Rogers Jr. as assistant director of the Domestic Branch of OWI was announced last week by Palmer Hoyt, Director of Domestic Operations. Mr. Rogers has been a deputy director of OWI since January, 1943. He was previously associated with Benton & Bowles, New York advertising agency, as vice-president and general manager. In his new post, he will coordinate the information activities of the agency.

From Allen to Benny

FRED ALLEN is "lending" his two stooges "Mrs. Nussbaum," and "John Doe," to Jack Benny, who returns to his program on NBC Oct. 3 after a summer hiatus. The loan is good only until Allen returns to the air. The Texaco program star concluded his CBS program recently and does not know when he will resume broadcasting. Benny is sponsored on NBC by General Foods.

WILLIAM L. SHIRER, CBS correspondent, has returned to this country after a five-week stay in Great Britain. His broadcasts are heard on CBS Sunday, 10:30 p.m.

Capt. Baldwin to WTOP

PHILIP BALDWIN, former chief engineer of WEEI, Boston, and recently a captain in the Army Air Forces, honorably discharged, on Aug. 1 joins WTOP, CBS Washington outlet, in a dual capacity, it was announced last week by E. K. Cohan, CBS director of engineering. He will serve as assistant to Clyde Hunt, WTOP chief engineer, as well as Washington representative of CBS' general engineering department to the Government and bureaus.

Swain Tobacco on Air

R. L. SWAIN TOBACCO Co., Danville, Va., is entering radio for the first time with a spot campaign on WTOP, Washington. and may extend to other markets. Firm's product, Pinehurst cigarettes, has been on the market for about seven years. Agency is Gotham Adv., New York.

WJZ, New York outlet of the BLUE, on July 27 is giving a luncheon for the trade press at the Waldorf-Astoria, New York, to announce results of a survey conducted by Crossley Inc. for WJZ.

AFM Strike Halts British Disc Plan

WNEW Forced to Quit Use Of Records From Abroad

USE OF BRITISH-MADE records of popular American dance tunes on Martin Block's *Make-Believe Ballroom* broadcasts of recorded music on WNEW, New York, resulted in a two-day strike of the station's house orchestra last week. Musicians returned to work at WNEW on Friday, following an agreement by the station management that no records made after Aug. 1, 1942 (date the AFM ban on the manufacture of recordings went into effect) would be broadcast by WNEW, regardless of the source of manufacture of the discs.

Performance of the new tunes on Mr. Block's all-record program was described as another of his many "firsts" in the broadcasting business by WNEW, which explained . . . "The method was simple, being accomplished by the mere expedient of trans-Atlantic telephone calls to his friends in London. The minute a new record is off the press, his friend nonchalantly walks into the first record store in his neighborhood, wraps the record up and mails it to Martin Block at WNEW.

AFM Objects

First realization that the American Federation of Musicians would object to this clever avoidance of their recording ban came last Tuesday, when Bernice Judis, general manager of WNEW, and Merle Pitt, director of station staff orchestra, received telegrams from William Feinberg, secretary of AFM Local 802 in New York, to the effect that the band would not work for WNEW after that date because of the station's use of "non-union made records." AFM had made public last March a letter from the English musicians' union agreeing to support the AFM position by refusing to make records for export to America [BROADCASTING, March 22], but it had been believed that this applied to master recordings only.

Immediately after the receipt of the wire from the union, WNEW withdrew the English records from use on the air, but the strike continued until Miss Judis and Milton Cramer of White & Case, WNEW counsel, met with James C. Petrillo, AFM national president, in his office on Thursday afternoon. Following that meeting Mr. Petrillo said that the musicians would resume work at WNEW the following morning. The station, according to Mr. Petrillo, had agreed to pay the men for their two days of unemployment and had also agreed not to use any records wherever made, that were recorded after Aug. 1 of last year.

MEETING of New York City statio managers will be held July 30 at WO to consider plans of promotion ma agers to promote the New York mark by a cooperative trade paper campaig

XUM

$6,284 ÷ 25,400,000 =
25¢ per thousand

one-third of a postage stamp

ALL YOU NEED to demonstrate the economy of radio as an advertising medium is a three-cent postage stamp. Simply tear it in thirds and contemplate the piece that falls to your desk.

That scrap represents one penny. Do you realize how few pennies it takes to reach people through network radio?

For 25 pennies, your message could be heard in more than 1,000 homes during an evening half-hour on Mutual. The 209-station Mutual Network serves 83% of all U. S. radio families with regular, primary coverage—25,400,000 homes at a net cost of $6,284 per evening half-hour. There's the *potential* economy of Mutual in terms of your penny.

As for *actual* audiences delivered by Mutual, one client reports that he reaches listeners with a half-hour program one night a week at the rate of 195 pennies per 1,000 families. And another sponsor, with a quarter-hour three evenings a week, tells us his costs average only 112 pennies per 1,000 homes!

* * *

Now suppose you reassemble that postage stamp and write us a note. We'll be glad to tell you how much your pennies can produce on this network.

THE MUTUAL BROADCASTING SYSTEM

Store Launches Big Radio Program

Plan Based on Hour of Music Nightly For a Year

By BURTON C. GRANICHER
Account Executive
McCann-Erickson, San Francisco

GRANTING the mutual advantages, to radio and to retailing, of a greater use of the medium by the nation's department stores, it remains true that experience is lacking as to just what kinds of programs and promotions these important advertisers should use — when they use radio. Every department store radio program therefore becomes of interest as a precedent for future developments. And when a chain of important stores in a major market undertakes an extensive effort in this direction, station and store management are both interested. Here's the story, by Burton Granicher, who handled the account for McCann-Erickson and KSFO.

RADIO and department stores—there's a subject that's widely discussed everywhere but, like the weather, "nobody ever does anything about it."

Of course, that's a rather extreme statement, for there are many successful department store radio programs now on the air. After all, there's no reason why department stores can't use radio just as successfully as other advertisers.

On this premise, our agency created a radio program idea which was presented to Hale Bros., operators of a chain of five department stores in Northern California. And despite the fact that department stores, like many other advertisers, are not particularly interested in increasing their advertising these days, Hale Bros. realized that this radio program would serve as a change of pace and would do a special job for them.

Program Requirements

Department stores serve all types of people, young and old, white-collar workers and day laborers. For that reason, we wanted a radio show that would have a general appeal. And since department stores operate six days a week, we wanted a program that would give them daily coverage, if possible.

Accordingly, we set up a musical program of world-famous melodies, described as "the songs your mother used to sing to you . . . the tunes you whistled and danced to when you were young . . . melodies which bear happy associations." The program was titled *Hour of Melody*. To obtain the required regularity, the show is broadcast one hour every night, 365 nights a year, from 9 to 10 over KSFO, San Francisco.

Although all of the music is recorded, special care is taken in the planning of the programs and the selection of the records. The continuity is prepared with the thought of trying to reveal some new and unusual information about the artists or the music.

Unlike department store newspaper copy, the announcements are not required to bring about immediate sales. Regular items are featured and although the program has only been on the air a month, it has proven itself from a quick-sales standpoint. However, Hale Bros. also look upon the *Hour of Melody* as a vehicle for building good will, for winning new customers and making real friends out of its many regular customers.

In the opening programs, specific mention was made that the announcements on the *Hour of Melody* would be brief and would tend toward new merchandise developments designed to help ease the strain of wartime living. Prices of articles are never mentioned.

A maximum of four announcements is used on each program, all of which are kept below forty-five seconds. In addition to product announcements, Hale Bros. *Hour of Melody* devotes many spots to helping the war effort—salvage drives, blood bank, war savings and bonds, etc.

Newspaper Promotion

Hale Bros. are publicizing the program in the four Northern California cities where they have stores — San Francisco, Oakland, San Jose and Sacramento. Full-page newspaper ads announced the show and small ads featuring the night's program appear daily on the radio pages of a number of newspapers. An outdoor poster showing, calling attention to the program, is also being released in a number of cities. Store cards, window cards, direct mail and many other forms of advertising are also being used to remind customers of this nightly *Hour of Melody*.

Although the *Hour of Melody* is Hale Bros.' first major radio campaign, it is interesting to recall that this department store was a pioneer in the radio broadcasting field. They started KPO in 1922 and the studios were located in the main San Francisco store. Later they sold the station to the National Broadcasting Company. Hale Bros. is also a pioneer in the California department store field. They opened their first store in San Jose 67 years ago.

Returning to our original premise, we think that a sound radio program, carefully planned and executed, can do a successful job for a department store. We appreciate the fact that Hale Bros. share our belief and we hope that their success in radio will influence other department stores.

HALE BROS
HOUR OF MELODY
EVERY NIGHT 9 TO 10
KSFO

REAL PROMOTION has been put behind the *Hour of Melody* which Hale Bros., West Coast department store chain, is sponsoring on KFSO, San Francisco. These enthusiastic gentlemen are previewing an outdoor poster announcing the program. (L to r) Marshal Hale Jr., president, and Junius C. Smith, general sales promotion manager, Hale Bros.; Richard Oddie and Burton C. Granicher, McCann-Erickson Inc.; Mort Sidley, sales manager, and Edward J. Jansen, manager, of KSFO.

PAPER INDUSTRY IN DRIVE FOR PULP

ORGANIZED to meet the pulp and paper crisis brought on by diminishing supplies of pulpwood, the War Activities Committee of the Pulpwood Consuming Industries, New York, is starting a nationwide campaign with two basic objectives: to increase labor for cutting pulpwood; and to persuade officials responsible for the allocation of materials that pulpwood is essential to the war effort and deserves an adequate share of available materials.

Campaign will involve a publicity and advertising drive in newspapers, magazines and individual mills. Newspaper advertising will be underwritten by asking daily newspapers to contribute 5 cents per ton of newsprint consumed by each publisher during the year 1942. A total of $50,000 has already been assured for this purpose.

No over-all sum has been set up for radio time purchases, but it is expected that individual mills may be interested in buying time locally. Specific objectives locally are to urge farmers to give three extra days a year to cutting pulpwood, to lessen absenteeism from pulpwood cutting, and in the North, during winter months to encourage farmers to go into wood cutting operations. Pulpwood mills, of which there are some 250, representing 150 or more companies, are located, for the most part in small towns offering sales opportunities to the smaller stations.

Serial Critic to Appeal Dismissal of Libel Suit

ACTION of the Federal Court in New York in dismissing the suit brought by Dr. Louis Berg against *Printers' Ink* for libel per se in an article titled "Dusting Off Dr. Berg", is to be appealed to the Appelate Court by the plaintiff, it was learned last week. Case involving suit for $250,000 was dismissed July 14. A similar suit against the writer of the article, Max Wylie of the radio department of N. W. Ayer & Sons, New York, remains open.

Describing the article as being within the limits of fair criticism and comment, U. S. District Judge John Bright's opinion dismissing the complaint said the plaintiff could hardly expect a "gentle or meek reply" to his attack on serials, having dealt such "stout blows and criticism at an industry, which by and large, seems to be rendering a pretty fair service to a very large and increasing audience".

Now Major Patrick

TALBOT PATRICK, vice-president of the Eastern Carolina Broadcasting Co., operator of WGBR, Goldsboro, N. C., on leave as a special writer with the OWI, has just been commissioned a major in the Army Military Government organization and is awaiting orders. Mr. Patrick, publisher of the Goldsboro (N. C.) *News-Argus*, helped organize the broadcasting company in 1938 and was vice-president and director until he was asked to join the old Office of Facts and Figures more than a year ago. He continued with the OWI in various capaciti when it succeeded the OFF.

Summer Sales are Soaring at KOA

. . . and for its advertisers, too!

☆ There's no summer slump for Denver's dominant station . . . nor for its advertisers.

KOA time sales are reaching higher levels, and sales for KOA advertisers are shooting for the moon.

KOA availabilities grow scarcer, but any time on KOA is as good or better than the best time which most other Denver stations can offer . . . better for coverage, better for audience and better for results.

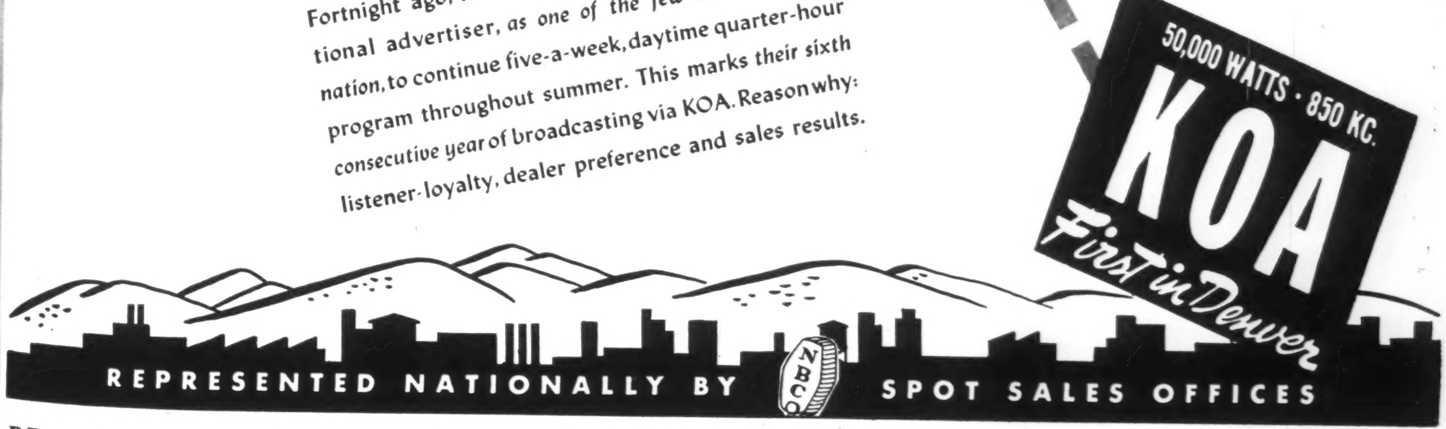
Because KOA availabilities grow scarcer—many advertisers, planning Fall campaigns, are taking time by the forelock, and are including KOA in their schedules now.

Fortnight ago, KOA was selected by a leading national advertiser, as one of the few stations in the nation, to continue five-a-week, daytime quarter-hour program throughout summer. This marks their sixth consecutive year of broadcasting via KOA. Reason why: listener-loyalty, dealer preference and sales results.

50,000 WATTS · 850 KC.

KOA

First in Denver



REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Clapper Witness To Rome Bombing

Attack Got Usual Bulletin Coverage by Net Stations

FIRST RADIO reporter to relate an eye-witness account of the bombing of Rome was Raymond Clapper, Mutual's columnist-commentator, who flew in the nose of a B-17 bomber beside the head gunner in one of the lead squadrons. Clapper spoke on Mutual on his usual 10-10:15 p.m. program, sponsored by General Cigar Co., New York, describing the bombing mission itself as well as the pre-bombing pilots' meeting which he attended.

The Rome raid, last week's headline development in the Allied advance on Europe—received the usual bulletin coverage by the major networks' New York outlets in the early morning hours of July 19, before network lines opened for the day.

That evening, CBS, NBC and Mutual each carried eyewitness reports. CBS, on its 6:45 p.m. *World News Today* roundup, sponsored by General Electric Co., Schenectady, carried a report by Farnsworth Fowle, CBS correspondent in Algiers, who introduced Major Warren Whitmore of Jacksonville, Fla., one of the officers leading a formation of Flying Fortresses over Rome.

In a similar manner, NBC's Ralph Howard, speaking from Algiers, on the 7:15 p.m. *Alka-Seltzer News of the World* July 19, introduced Tom Treanor of the *Los Angeles Times*, who gave a description of the raid as he saw it from a Mitchell medium bomber.

BLUE on Sicily at 12:06

News of the Allied invasion of Sicily in the early morning hours of July 10 was broadcast on the BLUE at 12:06 a.m., one minute after Allied Force Headquarters in Algiers announced the long-awaited move. Broadcasting from New York, Roy Porter, BLUE commentator, went on the air at 12:15 a.m. with a brief summary and again at 12:30 a.m. for a five-minute report.

This was followed at 12:45 a.m. by a commentary from Washington by William Hillman, and up until 1 a.m., when George Hayes read another bulletin on the invasion, frequent flashes of the event were broadcast by the BLUE.

The other three major networks gave the news to American listeners between 12:05 and 12:15 as reported in the July 19 issue of BROADCASTING.

'Lum & Abner' Renewed

FOR THE THIRD consecutive year Miles Labs., Elkhart, Ind., has renewed *Lum & Abner* on the Keystone Broadcasting System. Renewal went into effect July 1, on 125 KBS stations in communities covered by Miles' distribution. Program is aired for Alka-Seltzer and Vitamins. Agency is Wade Adv., Chicago.

RECENTLY AWARDED a $25 prize for neat appearance in competition with other recreation centers at the Army Air Force's Classification Center near Nashville, Tenn., is this day room furnished by WSM, Nashville. Cadets assigned to the room plan to use the prize money for magazine subscriptions. In recognition of the award WSM has presented the airmen with subscriptions to two Nashville dailies.

Funds Cut Off, AAA News to Farmers Must Be Initiated By Local Stations

PROHIBITED by Congress from using funds for radio and other informational activities in its state and county offices, the Agricultural Adjustment Agency will henceforth depend on stations to initiate programs to reach the farm audience with news and information on AAA and County War Board activities.

A provision in the AAA appropriations act for the fiscal year started July 1, 1943 specifies that "none of the funds . . . shall be used to pay the salaries and expenses of any regional information employes or any state or county information employes, but this shall not preclude the answering of inquiries or supplying of information to individual farmers."

200 Stations Affected

Affected by the Congressional limitation are more than 200 small stations which carried AAA programs arranged by county and community committeemen. Most of these stations possess limited facilities and will probably be unable to arrange similar programs on their own. To some, this will mean a loss of revenue received from spot announcements immediately following AAA broadcasts.

In an effort to assist larger stations in carrying AAA news to farmers, the radio service of the Office of Information, Dept. of Agriculture, has sent a memorandum to about 65 stations having farm program directors which outlines informational assistance available for program development. According to this memorandum, farm program directors can:

1. Ask committeemen questions, and quote their replies.

2. Request from an AAA office the names of farmers whose operations would qualify them to broadcast on specific subjects.

3. Use AAA officials from Washington on their broadcasts, either transcribed or in person.

As a further aid in disseminating information to farmers and others directly concerned with the AAA programs, State Extension Directors are being asked to utilize their facilities for radio and other media. A suggested procedure for cooperation between the state AAA chairmen and Extension offices, issued from the offices of N. E. Dodd, Chief of AAA, and M. L. Wilson, Director of Extension Work, outlines informational activities with respect to radio as follows:

"Some script outlines designed for adaptation and completion in the States will be issued from the Washington offices of the AAA. Copies of these outlines will be sent by the Washington office of the Extension Service to the State Extension Directors, and by the Washington AAA offices to the State AAA office. The scripts where suitable will be adapted and completed by the Extension Service and submitted to the State AAA office for approval. Upon approval they will be issued by the Extension Service. . . .

"Other scripts will need to be originated, or programs produced in the States and counties. The scripts will be prepared by the Extension Service and submitted to the AAA office for approval. . . . AAA cooperators not employed by the AAA may participate in such broadcasts provided no AAA funds are used to pay expenses in connection with such broadcasts."

Insurers on MBS

EMPLOYERS GROUP, Boston, comprised of three companies dealing in insurance, has purchased the Friday, 10-10:15 p.m. period on Mutual for a news broadcast by Cedric Foster, MBS commentator. Program is scheduled to start Aug. 6 on an undetermined number of stations. Agency is H. C. Humphries, Boston.

FTC Cites Velskin

VELSKIN, a cosmetic product of R. H. Tillson, trading as Isabelle Beautetics Co. and R. H. Tillson Co., St. Louis, is cited in a Federal Trade Commission complaint which alleges that the preparation will not "expose new and different skin, will not effect the functioning of oil glands of the skin, nor penetrate clogged pores and remove dirt, and cannot be depended upon to remove all kinds of stains." The complaint asserts that these and other alleged claims made on the radio and in other media are false, although it admits that the emollient action of the cream may facilitate removal of surface flakes of cuticle.

Cleaner Spots

CLUB ALUMINUM PRODUCTS Co., Chicago (Club Aluminum Cleaner), new to radio, on July 22 started a test campaign of 13 station-break announcements weekly on WCFL and WMAQ, both Chicago. Copy features low-pressure, casual news-style approach, and will also mention four other products of the company, which formerly manufactured aluminum ware: cream furniture polish, scratch-concealing polish, general cleaner and silver polish. Contract for 13 weeks was placed by Blackett-Sample-Hummert, Chicago. Campaign probably will be expanded later.

Italian Appeals

ITALIAN-AMERICANS gathered in the studios of WINS, New York, recently to transcribe personal messages to the people of Italy, urging them to lay down their arms and welcome the forces of liberation. Messages were to be shortwaved to Italy by the OWI. Those who made the appeals identified themselves by name and by association with some Italian village of their forbears. Included in the group was the widow of the famous Italian singer, Enrico Caruso.

GABRIEL HEATTER, noted commentator, last week signed a five-year contract to continue broadcasting on WOR, New York, in addition to over 100 other Mutual affiliates on a locally sponsored basis. Contract may be extended to Dec. 31, 1949, with renewal options.

GIVES LAPEL PINS

KGIR Awards Tokens for Home Front Service

OUT in Butte, Mont., where citizens never see battleships, or tanks, or even men in uniform, KGIR is stimulating public interest in home front war service by distributing the WJR-WJAR "In Service of Home and Country" pins to individuals doing an outstanding job for the war effort.

Station puts on a half hour show daily six days a week, paying $5 for names and sketches of persons eligible for the pin. Typical winners are an 81-year-old woman who has knitted over a hundred pairs of socks for the Red Cross and a farm woman who has made over 250 items for the Red Cross, milks 16 cows daily, and serves at the AWVS canteen for servicemen at the Butte railroad station.

He got me Jimmy Cagney, too

Barbara sold lots of War Bonds. She asked no glory or praise for it. All she wanted was Jimmy Cagney's signature in her autograph book. And, *she got it* . . . because Sidney Andorn, 'round-the-town reporter of WGAR, goes out of his way to serve Cleveland in many different and unusual ways.

On the air every day for eight years, Sid has won a loyal following for his newsy air column. In addition, he probably has emceed more civic shows and broadcasts than any other individual in radio.

It was Sid who created our Annual Easter Egg Hunt in local parks, an affair which has been fun for thousands of Cleveland youngsters. Another popular feature is his yearly Fathers' Day broadcast which introduces Cleveland's newest pater minutes after the stork arrives. He originated the *Cleveland At War* program that, weekly, has documented this city's part in the war effort . . . organized and programmed the *Singing Airmen* from near-by air force colleges . . . inaugurated singfests at local induction centers.

As director of special events for Cleveland's Friendly Station, Sid has interviewed hundreds of celebrities, been responsible for many "firsts" . . . also serves on Mayor Lausche's public events committee.

Sid is another of the friendly, helpful people *with ideas* who work with you when you make use of the facilities of WGAR.

WGAR
THE FRIENDLY STATION
Cleveland

RADIO
IN SERVICE OF HOME AND NATION

BASIC STATION . . .
COLUMBIA BROADCASTING
SYSTEM

G. A. Richards, President . . . John F. Patt, Vice President and General Manager
Edward Petry & Company, Inc., National Representative

FCC Military Activity Probed by House

Craven Takes Stand as Garey Asks About Fly Control

(*Continued from page 8*)

initial funds came from the President's war emergency budget, with supplemental appropriations procured from Congress on the strength of the President's action.

Mr. Garey also sought to prove that the FCC improperly had procured supplemental appropriations for specific FBIS activities, purportedly demanded by war agencies of the Government, and then had disbursed the bulk of these funds for other purposes. In this connection, he read testimony to the House Appropriations Subcommittee by Chairman Fly seeking some $254,000 for 148 new employes whereas, based on FCC minutes and other data, it developed only 31 additional employes were added, with the balance of the funds used for "other purposes."

Overall, he said, FCC for the fiscal year 1943 procured $558,000 in a supplemental appropriation (some $608,000 had been requested), which funds, he declared, were used for a "Roman holiday" by the FCC through allocation to various agencies of the Commission other than the so-called war activities.

Adm. Hooper's Experience Contrasted With Fly's

In opening the session, Mr. Garey placed in the record the "official record" of Admiral S. C. Hooper, retired, which included high commendations from Secretaries of the Navy and other high-ranking officials of the department. These documents revealed that Admiral Hooper had been commended for his outstanding contributions to communications, both Naval and commercial, over the years, and has been credited with many pioneering developments in the art. He was credited with safeguarding allocations for this country at international conferences. Upon Admiral Hooper's retirement from active service last March 15, he was the recipient of a number of congratulatory telegrams from high officers of the Navy, crediting him with outstanding accomplishments in the development of radio. Mr. Garey explained he introduced this data in the light of the comments by Chairman Fly following introduction of the Hooper memorandum to the Secretary of the Navy regarding the undesirability of the chairmanship of the BWC reposing in the chairman of the FCC. Mr. Garey explained he intended to call Admiral Hooper to testify on all the facts and circumstances in connection with his provocative memorandum, but that the instructions of the Secretary of the Navy precluded this appearance.

Mr. Fly, "in one of his numerous press releases," said Mr. Garey, had characterized the Hooper views as "irresponsible charges." For that reason, he said he thought it was desirable to place in the record the outstanding accomplishments of Admiral Hooper.

Chairman Cox said he had heard it said many times that Admiral Hooper had contributed more to radio than any man since Marconi.

Mr. Garey then asked permission to supplement the biographical data placed in the record preparatory to Mr. Fly's testimony of July 9. He pointed out that there was no mention of Mr. Fly's communications background in the original biography. He said he had since discovered that for a period of six months, as a boy, Mr. Fly "had worked as a telephone operator in Texas."

Declaring that was the extent of his communications experience, Mr. Garey asserted that Mr. Fly, upon being appointed chairman of the FCC, became an "expert ex-officio."

At great length, Mr. Garey placed in the record memoranda and communications dealing with the creation of the Defense Communications Board, predecessor of the Board of War Communications, in 1941. These data purported that the original plan for the Board was to restrict its membership to the military. Afterward, Mr. Fly, as chairman of the FCC, reported that the Commission had directed that the chairman should act as the FCC member of the Committee which originally was contemplated, rather than the FCC chief engineer.

Mr. Garey charged that the investigation made by the Committee showed that this statement, attributed to Chairman Fly, "is not true." He said testimony would be adduced to establish that point.

Funds Augmented By Other Agencies

Read into the record also were FCC appropriations from its creation to the present. These increased from $1,896,855 for the fiscal year 1935 to $7,609,914 for the 1944 fiscal year. Mr. Garey declared that the Committee, in its investigations, had been unable to justify the FCC appropriations for 1943. He mentioned an item of $300,000, transferred from the President's emergency fund to the FCC with the understanding that it would be returned, but that as of the present this money had not been reimbursed. There is a deficit of some $205,000 in the figures given the Committee by the FCC and the budget figures, he declared.

Pointing out that FBIS is held to engage in intelligence work for other departments of the Government, Mr. Garey said the inquiry indicated that while Congress appropriated the money for that work, the FCC, whenever it can, goes to other agencies to collect for the service. He said he did not know whether this was a "skillful way" of augmenting its appropriations. His own view, he added, "is that it is a way of the FCC getting money that Congress never intended it should get."

The mushrooming of RID and FBIS was outlined by Mr. Garey, based on data procured from the FCC. RID had 16 employes in 1940, as against 850 in 1943. FBIS in 1941 had 17 employes, as against 486 last month. The two agencies together since 1940 have expended approximately nine million dollars, he declared.

Mr. Barger, sworn in as a committee witness, testified he had been a member of the bar since 1914 and practiced law until 1934. Since that time he has been engaged in Governmental investigation work, having spent two years with WPA and four years as investigator for the General Accounting Office. He has done work from time to time for committees of Congress in connection with investigations of Governmental agencies.

Mr. Barger declared that the "oath of allegiance and secrecy" administered by BWC to staff members and employes represented, in his judgment, a "great departure from the standard form of oath." He said he knew of no statute or law authorizing the imposition of such an oath. He expressed doubt as to its legality and whether it is binding on employes.

No Authority Found For Starting FBIS or RID

Under cross-examination by Mr. Garey, Mr. Barger said he had been unable to find any authority in the statutes or by executive order authorizing the creation of either RID or FBIS. RID, he said, was started in July, 1940, with a fund of $1,600,000 transferred from the President's emergency fund. It originally was known as the National Defense Operations Section of the Field Division of FCC, but subsequently was elevated to the status of a division. Asserting he had been unable to find any executive order or statute authorizing creation of RID, Mr. Barger said that the only legal authorization appeared to be the fact that Congress has appropriated money for it.

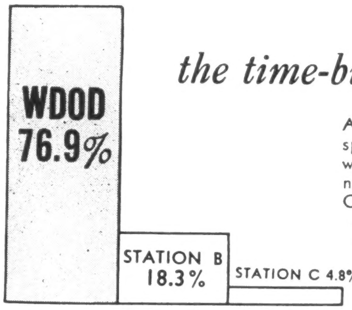
Mr. Barger's testimony was interrupted to permit the appearance of Philip C. Hamblett, assistant the OWI Overseas Branch. Mr. Hamblett said he believed FBIS had some 31 or 32 people in North Africa. Under questioning, he said it was not a military secret that the Army wanted them "out there." He declared he was not certain where he had procured the information but he believed he had heard it in War Department circles. The entire staff, he added, was transferred to the Psychological Warfare Branch out of OWI funds. Only one FBIS employe, Pete Rhodes, remained as news editor.

Mr. Garey sought to ascertain the degree of duplication of OWI and FBIS monitoring functions. OWI and FCC, it was brought maintain separate staffs in London and in other places. Mr. Hamblett, however, claimed there was duplication in material cabled this country. Whereas FBIS interprets and analyzes the news, OW deals in full texts, he said. M Hamblett said he did not know

SIGNING CONTRACT for *Coronet Little Show* on Columbia network is Robert L. Schutter. president of Schutter Candy Co., Chicago. Watching are (l to r): Paul R. Trent, vice president; Robert L. Schutter; R. J. Scott of Schwimmer & Scott Adv. Agency; Georger M. Schutter, sec'y and treas. Despite serious corn syrup shortages and restrictions on other materials, Schutter Candy (Bit-O-Honey and Old Nick) has an eye to post war markets in furthering its radio advertising.

XUM

Venerable in years yet young in Ideas!



the time-buyers' station

A recent survey of national spot business shows WDOD with 76.9 per cent of all national business placed in Chattanooga. Station B was awarded 18.3 per cent, Station C 4.8 per cent. Here is conclusive proof of WDOD'S dominance.

THE capacity for leadership today is reflected in the combination of experience and youthful vitality. Such a combination is found in WDOD, the Columbia outlet of Chattanooga. WDOD is the oldest station in the Chattanooga area, now in its 19th year of service. It has the "know-how" of years devoted to radio broadcasting. It also has the dynamic punch of the new, the modern and up-to-the-minute features of present day broadcasting.

That's why, today, WDOD means real leadership in audience, in advertising volume, in power, and in public service.

Hooper figures for Chattanooga show WDOD far out in front morning, afternoon and night.

time to buy on

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.

WDOD

CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT

XUM

any executive order or law authorizing the FCC to operate a London office or anywhere abroad.

Mr. Hamblett agreed that the Army is anxious to keep at an absolute minimum the number of civilian agencies operating abroad. FBIS, he said, functions on a different basis than OWI but gets the benefit of OWI monitoring. He pointed out that OWI does not have the funds, staff or equipment to do the overall monitoring job but he admitted that with those essentials it could conceivably do it.

Mr. Garey alluded to testimony given last March by Chairman Fly to the Costello subcommittee investigating Selective Service deferments for Government employes. At that time, he recited, Mr. Fly contended that all the information used by OWI was supplied by FBIS. Mr. Hamblett said he would "have to take issue with that answer because of what we do in London, where we have a 20,000-word file."

When Mr. Garey asked whether Mr. Fly's testimony was "in accord with the true facts," the OWI official said he could not talk for the FCC chairman.

Barger Found RID And FBIS Little Used

Returning to the stand, Mr. Barger brought out that approximately 41% of the FCC's appropriations are for RID and that RID and FBIS combined absorb 2/3 of the total Commission fund. Reciting interviews with Army and Navy officials, Mr. Barger said it was difficult to say how much use was made of these FCC services by the military. The Army did not supply any material data, he said, while Navy officials usually commented "It's a nice day outside."

He said that these interviews indicated to him that very little use is made of these services by the military, and more particularly the Navy. He declared these conversations appeared to confirm the views expressed by the Joint Chiefs of Staff in their letter recommending elimination of these FCC services and transfer of RID to the Army.

Tracing the development of FBIS, Mr. Barger said their investigation showed that on Feb. 25, 1941, it received $150,000 from the President's emergency fund, of $300,000 requested. The Bureau of the Budget, in its initial report, he said, held that this work might well be done by the State Department or by the CIAA. He said that his investigations did not reveal that FBIS was furnishing service to "shape military policy," as had been held by Chairman Fly.

As in the RID case, he said, he could not find authority for the creation of FBIS, except a resolution adopted by the Board of War Communications. There was no executive order and no legislative authority, he said. He expressed the view that FBIS is functioning "without legal authority."

Alluding to the change in the name of "Foreign Broadcast Monitoring Service" to "Foreign Broadcast Intelligence Service," Mr. Barger testified that he had reached the conclusion the change was made only for the purpose of "dignifying the activity as a war function," whereas its main function is that of a "news service."

Rep. Hart opposed the introduction of testimony of "unknown persons," asserting that it should be understood that these are not the conclusions of the Committee.

After Mr. Garey observed he was taking this tack only because the military witnesses could not be called, Chairman Cox said the testimony would be permitted to go into the record "for the consideration of the Committee."

Obtains Some Exhibits From DCB

Mr. Garey introduced a number of DCB exhibits produced by the FCC, and commented that the Committee should know "where Mr. Fly is not involved we have no difficulty in getting the minutes of DCB." He alluded to Mr. Fly's contention that DCB-BWC activities were confidential.

Mr. Barger testified that there are 1,331 individuals in Government and private life who receive the analyses of FBIS and that some 260,000 "pieces of mail" are sent out on an annual basis. His interviews of a number of recipients, he said, revealed that "very little use is made of the FBIS analyses." Army and Navy people, he said, in many instances throw them "in the wastebasket." Mr. Garey added that he understood that some military people had asked FBIS not to send them any more because they "clutter up the offices."

Jett Said FCC Could Not Do Navy Job

Mr. Barger outlined to the Committee testimony of E. K. Jett, FCC chief engineer and chairman of the BWC Coordinating Committee, regarding RID monitoring activities, adduced June 26 at the Committee offices. He reported that Rear Admiral Joseph R. Redman, director of Naval communications, had shown him a new monitoring service created by the Navy on enemy military activities. Mr. Jett "frankly admitted that the FCC was not equipped to do that job," Mr. Barger said. Mr. Jett testified that the FCC had done some "hit and miss monitoring of enemy transmissions." He pointed out that as a retired Naval officer himself, he understood that the Navy would not permit any civil agency to handle that type of intelligence work. Because there has been "no official request from the Navy" to cease RID operations, Mr. Jett said he did not feel there was any recommendation that the service be discontinued.

FCC General Counsel Charles R. Denny Jr. interrupted to advis the Committee that Lt. Jett available and could appear befor the Committee. He pointed out tha piecemeal testimony of this character might be misunderstood. Chairman Cox commented that th Committee would "get to Mr. Jett in due course."

After Mr. Garey had read int the record testimony of Chairma Fly seeking the deficiency appropriation and had stated that th additional FBIS work was requested by various Governmental agencies, Mr. Garey cited FC minutes to show that funds appropriated by Congress for this purpose were allocated for other purposes. Mr. Fly, he said, had tol Congress that "urgent request from the war agencies" had bee made for broadening of FBIS functions in "shaping foreign and military policy" and for "counterin enemy propoganda." Within a wee of approval of the appropriatio he said, Robert D. Leigh, chief FBIS, advised the FCC that th appropriation of this money provided funds for "personal reorganization which has been lon overdue."

Raises Allegedly Paid With War Funds

This, he called "in disregard representations made to the Congressional committee." The committee approved the recommendations, he said, subject to "clearanc of the Bureau of the Budget." Mr Barger then reported on interview with B. S. Beecher and J. J. Low of the Bureau of the Budget. H declared that they disclaimed an knowledge of the FCC's action an had not been consulted regardin it. They claimed that reclassification of employes was not the function of the Budget Bureau but th if they had been asked, the actio would have been "frowned upon."

In resuming the hearings Tuesday morning, Mr. Garey reiterat his allegations of "uselessness" FBIS and RID, and placed in th record additional data dealing wit alleged "deception" by the FCC allocating funds procured for specific FBIS activities. He placed the record a series of exhibits dealing with pay increases given Commission employes in all departments with funds alleged procured for what were describ as "war activities".

Among those who benefitt from reclassification he said, w William E. Dodd Jr., FBIS employe, who, along with Dr. Goodwin B. Watson, has been the target of Congressional committee attacks because of purported membership in Communist front organizations.

Dr. Dodd, he declared, was increased in pay from $2,600 $3,200 a year, the increase havi been authorized because of a proposed assignment for FBIS London. Subsequently, he said, State Department refused to iss a passport to Dr. Dodd and he w

FCC Handout Claims Gen. Eisenhower Asked Commission Experts for Africa

TO COUNTERACT a contention of Eugene L. Garey, general counsel of the House committee investigating the FCC, the Commission last Wednesday issued a press release stating that Gen. Eisenhower, members of his staff, and the OWI had requested the FCC to send personnel to North Africa. Mr. Garey earlier had cited letters and other documents purporting to show that the Army had requested the FCC to remove members of the FBIS staff from the North African theater.

Copies of the FCC press release were handed to newsmen covering the Cox inquiry last Wednesday in the committee room. The release was not made available for distribution at the FCC.

Attached to Army

The Commission release quoted Robert D. Leigh, director of FBIS. "The Cox committee investigating the FCC alleges that FCC monitoring in North Africa was useless and without Army authority," said the statement. "The facts are that Army headquarters, European theater of operations and OWI requested the FCC to send personnel to North Africa. These experts were attached to the Army's Psychological Warfare unit and were part of an Army operation."

Dr. Leigh further stated that the Army request for FCC personnel came from Gen. Eisenhower. Arrangements for FCC personnel in North Africa, he added, were made by Gen. McClure, chief of Military Intelligence abroad, and Gen. Metajka, Chief Signal Officer abroad. As recently as June 3, he said, Gen. Strong approved maintenance of an FCC liaison editor in North Africa, and the other personnel supplied by the FCC to the Army and to OWI remain on duty there.

"In brief," Dr. Leigh said, "we were asked to lend personnel to the military in an emergency because we had people who were skilled in the broadcast monitoring operation. They are still there doing that work. In the emergency we sent them without raising the immediate question of paying their salaries. When later we raised that question the War Department decided that OWI should pay their salaries and the transfer was made. We are proud of the organizing job which was done and we refer the Committee to those who have observed it, for confirmation of this judgment."

Attached to the release were letters which Dr. Leigh said "have not been classified as secret, confidential, or restricted by any Government agency," and "sufficiently show that FCC personnel were sent to North Africa at the request of and in cooperation with high Army officials."

MR. HOGE SAID TALK IS TWICE AS CHEAP...

Our "Showmanship department" said, "we could build a terrific show with him if . . . if you dared."

We dared.

For an hour and a half every day, Paul Gibson went on WBBM — to *talk.* (It took foresight to venture 90 minutes of talk.) About anything interesting. Or stimulating. Or informative. Just good conversation!

The letters started pouring in. "*My wife and I argued your fascinating views on teenage troubles*". . . "*Your intriguing biography of Eisenhower*" . . . "*I would like my class at Indiana State Teachers' College to read your talks on getting along with people*". . . "*Did Du Barry really?*". . ."*A copy for our Rotary Club*"..."*You take the place of night school*"...

Pretty nearly everybody writes him sooner or later. Company presidents, taxi-drivers, housewives. A Missionary-to-Moscow wrote, "*your sparkling intelligence commands my admiration and respect.*"

Advertisers write him, too. They write letters like this one from the Huber Hoge agency who sold books through Gibson's show:

"*Your Paul Gibson's Housewives Protective League paid out at just twice as low as the nearest competing station. This despite the fact that we used nearly every station over 1000 watts in the country.*"

Participating sponsorships on "Housewives' Protective League" are now available. But aside from your selfish interest in the program, the story is one more example of why WBBM, Chicago's *Showmanship* Station, has been the most bought-out radio station in Chicago for 18 straight years.

WBBM
CHICAGO'S
Showmanship station
50,000 watts · 780 kc.
CBS
COLUMBIA OWNED

Represented by Radio Sales,
the SPOT Broadcasting Division of CBS

TAKING PART in the 911th consecutive broadcast and 19th Anniversary of *Farm Question Box Program* at KOA, Denver, and the *Western Farm Life* magazine are (l to r): Mrs. Mina Burke, home department editor of *Western Farm Life;* James E. White, editor of *Western Farm Life;* Rex Brown, KOA news editor; Henrie Miller, asst. editor of *Western Farm Life;* Glenn Killam, KOA announcer. Preceding by several years the *National Farm and Home Hour, Farm Question Box* is the second oldest program of its kind. First broadcast was July 9, 1924.

retained here, but the increase was permitted to stand.

In pursuing the manner in which the FCC "passed around" the $558,000 supplementary appropriation, Mr. Garey drew from Chief Investigator Barger the statement that Bureau of the Budget officials interviewed by him had no knowledge of the FCC's action. Mr. Barger reported that a recent check with the FCC's budget officer, George L. Stillwagon, produced the information that it was the latter's understanding that the matter had been taken up "orally" with the Budget Bureau.

H. J. Ehrsam, of the Civil Service Commission, Mr. Barger declared, stated that the action of the FCC on reclassification of employes had been requested by Dr. Leigh and approved. Mr. Barger declared that based on his inquiries, he did not believe that the reclassification "was in keeping with the intent of Congress." He said the Civil Service Commission did not know that the specific appropriation had been made for 148 additional employes of the FCC. Civil Service Commission officials also reported, Mr. Barger said, that other agencies are "indulging in deficit spending and are exceeding their budgets."

Army Told FCC to 'Get Out of Africa'

When Chairman Cox asked whether it is permissible under the law to engage in deficit spending, Mr. Garey cited the United States Code provisions to show that such activity is prohibited. Any person responsible for it, he said, can be "removed summarily" from office and fined or imprisoned. Mr. Garey said the FCC is "guilty of it" and declared it closed its last fiscal year with a deficit of $225,000. He also cited an item of $40,000 which he alleged the FCC expended without authorization, for the CBS listening post in San Francisco, taken over by FBIS, asserting this violated the law on deficit spending.

Mr. Garey read into the record detailed correspondence, cables and other communications relating to the establishment by FBIS of activities in North Africa shortly after our landing there in November, 1942. The sum total of this evidence, he said, showed that the Army initially desired to have a single civilian technician, which it thought it could get from the FCC, in North Africa for monitoring purposes. The Commission, he held, "seized the opportunity to extend its jurisdiction and authority" and from a small beginning it sought to develop a "full-fledged FBIS unit in Africa."

The FCC, he charged, sought to get funds from the Army to compensate it for this unit and that the Army last February told the FCC to "get out of there." The effort of the FCC, Mr. Garey contended, was to "fold itself in the flag as an essential war agency and extend its authority and prestige."

Secrecy of documents dealing with the war again came into focus when Mr. Garey identified an exchange of correspondence in March, April and June between Chairman Fly and the Secretary and Undersecretary of War. He pointed out that these documents were marked "confidential," along with the descriptive notice that unauthorized use of their contents would violate the Espionage Act. Mr. Garey said labeling these letters as confidential "is a pure matter of hooey." He held that the Genesis of the practice of labeling documents confidential is found in regulations issued by the OWI.

"Is this a mutiny against the authority and power of Congress through which this committee operates?" asked Judge Cox. Mr. Garey said that other investigating committees of Congress are experiencing the same difficulties. He agreed with Chairman Cox that Congress will be denied such material by the heads of the various agencies if Congress "lets them get away with it and permits them to spurn committee requests."

After Mr. Garey had read into the record the OWI "definitions of what is confidential," he said they bore "all the earmarks of Harvard." When Rep. Miller inquired how Congress could legislate intelligently unless it had information of this character, which admittedly would not be "prejudicial to the national interest," Mr. Garey said it could not unless Congress "wants to be a rubber stamp."

Alluding to the activities of the "bureaucrats," Chairman Cox said he felt Congress "must assert its authority" and that it might as well be now as later. He held the material sought could not be construed as confidential and could not by any stretch be classified as secret.

Rep. Hart, who has taken up the cudgels in defense of the administration and the FCC position, inquired whether there had been any court interpretations of the OWI "confidential" definitions. Mr. Garey pointed out that the OWI was created by executive order and not by Congress. The regulations, therefore, he said, are issued for the guidance of the executive departments and agencies and not the Congress. OWI, he contended, "can't tell Congress what to do."

Secrecy Rules Called Assault on Congress

Mr. Miller asked whether this "assault upon the sovereignty of Congress" would not result in "legislative paralysis." Mr. Garey went further—he said it would mean that, plus "frustration and futility as well." He predicted that if the practice continued "it will practically abolish one of the three branches of Government."

The original question whether the exchange of letters between Mr. Fly and the Secretary and Undersecretary of War should be admitted in the record was placed aside by Chairman Cox, with ruling reserved.

Taking up another subject, Mr. Garey offered for the record a compilation of newspaper subscriptions of the FCC, showing that annual subscriptions are entered for 95 newspapers, with extra copy purchases during a 23-day period to approximately 1,000. Scientific, technical and trade journals were not included in the listing as essential to the functioning of the agency.

In citing the list, Mr. Garey pointed out that Congress had limited to $50 the amount that may be spent by a Government agency for the purchase of newspapers. He did not elaborate on the point, however.

Cites Subscriptions To Home Papers

In citing individual suscriptions, Mr. Garey pointed out that the *Atlanta Journal,* subscribed to yearly, went to the office of Commissioner Durr. Then he observed "that's getting your home newspaper at public expense." In the same vein, he brought out that **the *Fresno Bee*** went to Commissioner Wakefield (from Fresno); that the *Greenville* (S. C.) *News* was delivered to Nicholas Cureton, who was described as "purchasing agent" of the Commission and who hails from South Carolina. The *Houston Post,* Mr. Garey brought out, was delivered to Commissioner Walker (a native of Oklahoma); the *New York Times* went to Chairman Fly.

Among other subscriptions listed were the *Daily Worker* and *PM,* to which there were annual subscriptions. Asked if they were earmarked to any individual, Mr. Garey said the records did not show but that he "supposed a lot of them read them." In extra copy purchases, which totaled 947 for a 23-day period. FBIS purchased some 800 editions of the *New York Times.* The *New York Herald Tribune, New York Post* and *Washington Times-Herald* had extra purchases of about 40 each. Extra *New York Times* Sunday editions purchased totaled 27.

There was only one subscription to the *Washington Post,* which has supported the FCC and opposed the Cox inquiry. Mr. Garey commented that the newspaper "can look for increased business in the future."

Mr. Garey read into the record an exchange of correspondence with J. Edgar Hoover, FBI chief, regarding use made by his organization of FBIS and RID services. Only those replies relating to the phase of the inquiry under investigation were read by Mr. Garey.

Hoover Indicates FCC Service Little Used

The purport of the reply, Mr. Garey said, was that little or no use was made by FBI of these services. FBI from time to time had made specific requests for information and these totaled approximately 35 for the fiscal year July, 1942 to June, 1943. FBI requested RID to furnish intercepts in 4 instances, direction finding in 6 cases, and monitoring in two cases. FBI said it did not receive the wire service of FBIS and that it did receive the daily reports which were considered to be "occasionally of interest." Mr. Garey interpreted this as a careful explanation "of something that is useless to FBI."

Chairman Cox interposed that Congress had a very high regard for Mr. Hoover and wanted to confer the Congressional Medal of Honor upon him. When Rep. Hart inquired whether Mr. Fly had blocked that, Mr. Garey said he thought he "would like to."

Whereas the records disclosed that FBI had requested FCC service in only some 35 instances, Mr. Garey declared that FBI had furnished information to the FCC in some 250 instances. The report also showed that FCC submitted "intercepts to FBI not requested by the latter."

Mr. Garey placed in the record additional excerpts of testimon

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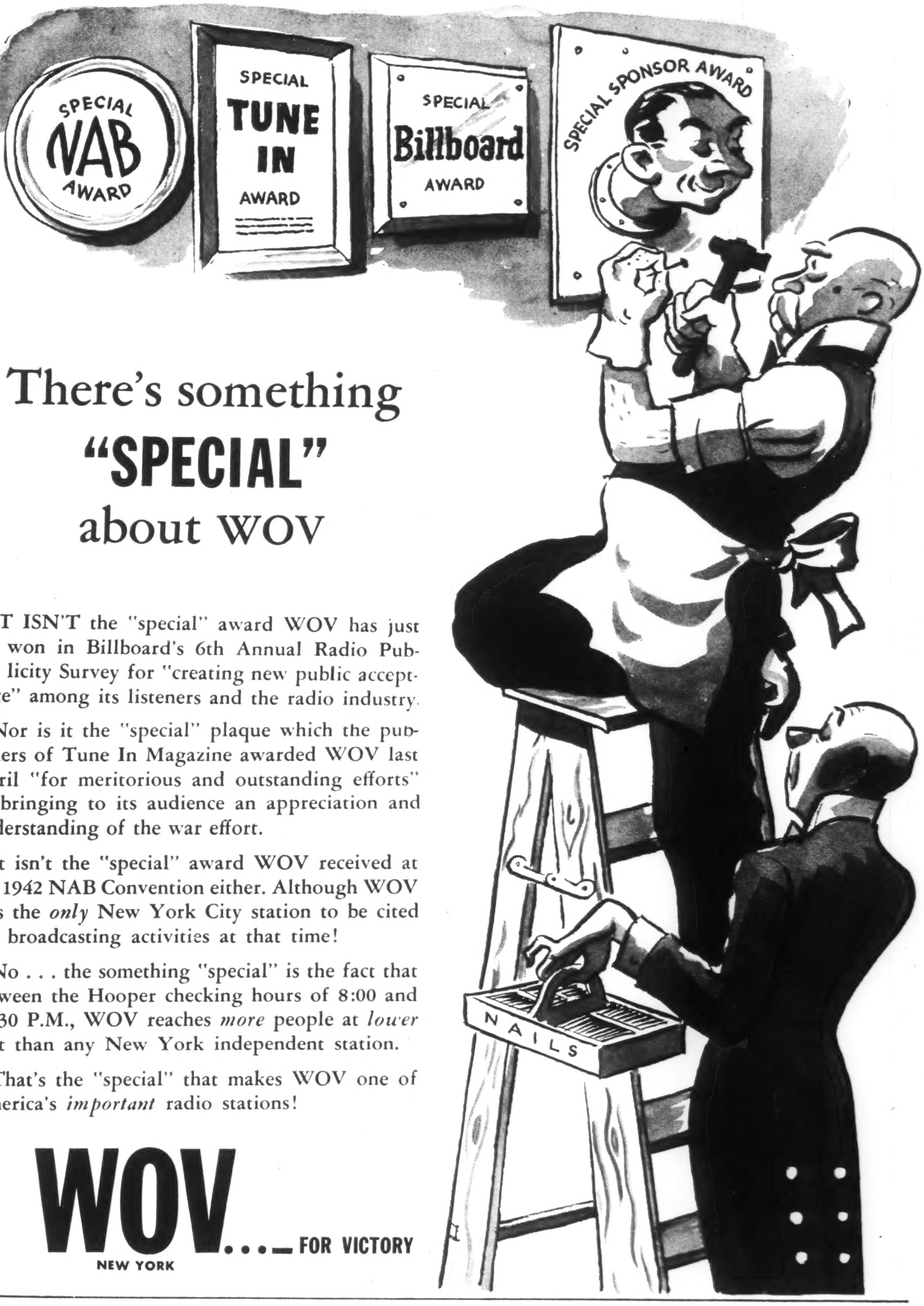

There's something "SPECIAL" about WOV

IT ISN'T the "special" award WOV has just won in Billboard's 6th Annual Radio Publicity Survey for "creating new public acceptance" among its listeners and the radio industry.

Nor is it the "special" plaque which the publishers of Tune In Magazine awarded WOV last April "for meritorious and outstanding efforts" in bringing to its audience an appreciation and understanding of the war effort.

It isn't the "special" award WOV received at the 1942 NAB Convention either. Although WOV was the *only* New York City station to be cited for broadcasting activities at that time!

No . . . the something "special" is the fact that between the Hooper checking hours of 8:00 and 10:30 P.M., WOV reaches *more* people at *lower* cost than any New York independent station.

That's the "special" that makes WOV one of America's *important* radio stations!

WOV . . . — FOR VICTORY
NEW YORK

JOSEPH HERSHEY McGILLVRA, *National Representative* · RALPH N. WEIL, *General Manager*

COMBINING TALENT to tell listeners of WLW, Cincinnati, how women enlistments in the Marine Auxiliary release male Marines for active duty, is this Marine group, two of whom were formerly in radio. Left to right are: Sgt. Jesse Bender; Sgt. Vivian Poppe; Sgt. Leroy Madison; formerly of WLW-WSAI; Sgt. Christine Poplawski; Sgt. C. Ranen Daley, formerly of WISG, Dayton. Sgt. Bender and Sgt. Daley are leaving for sea duty and are replaced by Sgt. Poppe and Sgt. Poplawski. Broadcast was one of *Your Son at War* series.

given to Congressional committees by Mr. Fly, which he said he could characterize "most charitably as rash." These referred to claims made by Mr. Fly of work carried out at the request of war agencies dealing with location and presence of ships and with other military activities.

Craven Comments on 'Confidential' Matter

Commissioner Craven made his first formal appearance before the Committee in open session Tuesday, in reply to a subpoena. He was the second member of the Commission to testify. Asking permission to read a prepared statement, Commissioner Craven said he had been "warned" about making disclosures to the Committee concerning matters regarded as "confidential and secret".

He explained he had received no directive from the President to withhold any information. Some of the documents which Mr. Garey had requested him to furnish, he said, were marked "confidential". Declaring it was his opinion that Congress is entitled without limitation to any and all information it may desire, he said there may be a question as to whether he should divulge at a public hearing information contained in documents marked "confidential".

"I recognize, of course, that I am subject to this Committee's direction because it has been empowered by the Congress to investigate the agency of which I am a member and of my acts and doings as a commissioner," Com. Craven continued. "Whether I shall disclose here information contained in documents which are marked 'confidential' must be the responsibility of this Committee. I don't feel that I am competent to pass on that matter, or that I should be requested to. I must, of course, be governed by the Committee's direction."

Fly Said President Was 'Deeply Concerned'

Expressing surprise over this statement, Mr. Garey asked Com. Craven "who warned you?" The witness explained that Chairman Fly had called to his attention certain matters in connection with the Cox investigation. His recollection was that on July 7, during the Western Union - Postal merger hearings, Mr. Fly called him into an anteroom. The chairman said he had heard that he (Craven) was "cooperating with the Committee". Com. Craven said he had advised the chairman and other members previously of his appearances before committee counsel in executive session at the request of the Committee.

Disclaiming any "coercion", Com. Craven then related that Mr. Fly said he did not want to tell him what he should or should not do, but only that he wanted him to know that he and the President were "deeply concerned" about the protection of the public welfare and the "preservation of the security of confidential and secret matters."

Com. Craven related further that he had told Mr. Fly he did not want to be cited "for contempt of Congress" but added that he had "nothing to hide".

Asked by Mr. Garey whether he challenged the good faith of the Committee, Com. Craven said that he had "every confidence" in the Committee, its chairman and members of Congress. He disclaimed any intent of challenging the "dignity or authority" of the Committee, and said he was willing to testify on facts and express his personal opinions within the prescribed limitations. He pointed out that he had differed with Chairman Fly on many policy matters, but that these differences were honest ones and he respected the "sincerity" of the FCC's majority.

When Mr. Garey asked whether he agreed with the majority efforts to grasp "more and more power", and mentioned specifically the letters of the Joint Chiefs of Staff on the FCC's so-called war activities, Com. Craven said that he did not agree with the Fly statement that the military services were seeking to destroy the Commission or to "control civil communications."

Explaining he did not "share the views expressed by Mr. Fly," Com. Craven said he felt the Commission should "stay out of the headlines". He declared civil control of military operations in war is just as dangerous as military control of civil operations in peace.

In view of Com. Craven's statement, Counsel Garey asked the Committee to instruct the witness to answer questions propounded and to produce the subpoenaed documents. Chairman Cox told Commissioner Craven the Committee desired to be courteous. He pointed out that Mr. Fly, in his various press releases, had insisted that the Commission be given an opportunity to answer charges and that he was "here ten days ago and refused to talk." He added that the Committee called Commissioner Craven to testify on matters pertaining to FCC operations and that it did not want him to "hide behind the phrase public interest."

Describing Com. Craven as "highly intelligent, intensely patriotic and one of the world's outstanding engineers," Chairman Cox said the Committee wanted him to testify without the slightest fear of punishment or hope of reward. He assured the witness that counsel would not ask any questions dealing with military secrecy.

Craven's Record Thoroughly Examined

Com. Craven was questioned extensively by Counsel Garey on his Naval radio background and Naval service. Nearly two hours were devoted to this type of examination, beginning with the Commissioner's appointment to the Naval Academy, the many radio assignments given him, his original service with the former Radio Commission in 1927, his appointment as chief engineer of the FCC in 1935, at the request of President Roosevelt, and his appointment to the FCC as a member in 1937.

Com. Craven said he considered Admiral Hooper "one of the most outstanding radio men of all time." He praised his integrity and ability "without limitation."

Asked whether the Navy was not largely responsible for the development of broadcasting, Com. Craven said that in wartime there is a stimulus given to radio development. That occurred during the last war and while the Navy does not claim any credit for radiotelephone development, he said it contributed much to the art. Much credit must be given to the enterprise and genius of private industry and manufacturers, he said. The Navy probably did not see these commercial aspects. Adm. Hooper did encourage electrical manufacturers to go into the radio and communications field, he said, relieving this country of its dependence upon foreign manufacturers.

In alluding to his private practice as a consulting engineer, from 1930, when he resigned from the Navy, until 1935, when he was drafted as FCC chief engineer, Commissioner Craven said the practice had been a lucrative one and the net return was "far less than chief engineer". He explained the circumstances which led to that appointment.

When Rep. Miller inquired whether he thought experience as a telephone operator (alluding to Chairman Fly's boyhood work) qualified one for service on the Commission, Com. Craven asked to be excused from answering the question. Chairman Cox granted the request.

Commissioner Craven explained that when he took the chief engineer's post he did so with the understanding that he would be permitted to reach his own individual judgments on technical matters. He said he "didn't mind being overriden" but desired to arrive at technical conclusions independently. When Mr. Garey asked him whether he did not mean that he wanted no "outside pressure being exerted," Commissioner Craven said he did not want to be "influenced by other considerations."

Mr. Garey explained that he desired to have Commissioner Craven complete his testimony on certain phases of the inquiry, subject to call later. Chairman Cox asked the Commissioner to return Wednesday morning prepared to answer questions propounded by committee counsel. He again assured the witness that there would be no questions "incompatible with the public interest."

'Confidential' Letters Kept Out of Record

At the outset of the third day's session, with Commissioner Craven on the stand, it was evident the Committee had decided not to place in the record the exchange of letters marked "confidential" by the FCC. After a hurried conference between Counsel Garey and the Committee, the attorney was authorized to pursue examination of Commissioner Craven.

Commissioner Craven read three letters given him and said that he had never seen them before and was not familiar with their subject matter except "in the remotest way". Mr. Garey then revealed that the letters referred to monitoring operations of FBIS in North Africa. The three letters, dated in March and June, included a letter from Chairman Fly to Secretary of War Stimson, a reply by Undersecretary of War Patterson and a second letter from Mr. Fly to Mr. Patterson. Commissioner Craven said the extent of his knowledge was that FBIS had four men in North Africa placed there at the request of the Army. He understood an agreement had been worked out because of the protest by the Army that there are "too many civilians in North Africa" and that something had to be done

XUM

AN AWARD...

WCAU is honored by TUNE IN National Radio Magazine for "meritorious public service in the creation and development of The Children's Hour." This program, under the direction of Stan Lee Broza, has been a Philadelphia institution for 15 years.

WCAU

PHILADELPHIA'S PRE-EMINENT RADIO STATION

to reduce the number. The agreement was between OWI and the FCC, he said.

Commissioner Craven disclaimed any previous knowledge of the fact that the Army had requested only one FCC employe and that he did not know that FBIS had 31 men in North Africa (as Mr. Garey claimed). He did not recall any Commission vote on the opening of an office there and failed to recollect any Commission consideration of a staff larger than four.

Craven Declines To Criticize Fly

When Garey asked who authorized this, and the witness replied that he assumed Chairman Fly had handled the matter, Chairman Cox inquired whether the FCC "is a one-man Commission?"

Asserting he did not think so, Commissioner Craven said he knew that he maintained his independence, but he did not know about the other members. In a rather detailed discussion of the manner in which the FCC functions, Commissioner Craven admitted that the FCC had "granted the Chairman" broad responsibilities and that he did not agree with the Commission's organization. He said the information regarding North Africa "took him by surprise" but he did not go along with the Committee Counsel that this was typical of "a great many similar instances" of alleged one-man control of the FCC.

Declining to be placed in the position of criticizing Chairman Fly, Mr. Craven insisted that matters pertaining to delegations of authority in the Commission went back to previous regimes. He said that sometimes members of the Commission were placed in a position of dealing with "fait accompli." He said he did not think that the Chairman should be criticized for current methods because the Commissioners themselves "permit him to do these things."

"I think the situation could be improved," said the Commissioner. "It goes back to the previous Chairmen."

Reiterating that he did not want to be placed in the position of criticizing the Chairman personally, Mr. Craven said he did have his "faults" but he also has his "virtues."

Commissioner Urges New Legislation

Under brisk questioning by Mr. Garey, the witness agreed that there is no provision in the Communications Act giving the Chairman powers beyond those held by other Commissioners. As a practical fact, he agreed, the Chairman does dominate the Commission. He pointed out that the vote on important matters usually was split 5-2 or 4-3. Describing Mr. Fly as a "strong-willed personality" Mr. Craven said he could not be criticized for that. He agreed with Committee Counsel that the Chairman was stronger than the fellow Commissioners and that the majority usually went along with Mr. Fly.

LAWGINEER

Title Justified by Comment On Craven's Work

T. A. M. CRAVEN was practically labeled a "lawgineer" by the Cox Committee at its hearing last Wednesday. After receiving a memorandum by the Commissioner, whose background is entirely engineering, proposing reorganization of the FCC as far back as 1938, Chairman Cox observed: "This memorandum entitles you not only to being an engineer but a great lawyer. You should be proud of that document." Chief Counsel Garey commented that he would "like to be the author of that document myself." He added that "no fair-minded person would fail to subscribe to your views."

Later, after Commissioner Craven had given the Committee a lecture on elementary radio engineering, at Counsel Garey's request, Chairman Cox commented that he was an even greater engineer than he was a "lawyer." Rep. Hart (D-N.J.) commented it was the most illuminating discussion of radio he had ever heard.

Going from the North African theater to the London office of FBIS, Mr. Garey asked Commissioner Craven how many employes FBIS had there. The witness recollection was eight. Mr. Garey informed him there were 40. The witness said this surprised him because he understood the office was to be decreased rather than increased.

Commissioner Craven said the questions were being asked "the wrong man." He declared he had not informed himself on FBIS operations beyond the original formation of the organization.

Asked pointedly whether the Commission had power to engage in FBIS operations, Commissioner Craven said he was not a lawyer but he felt there was no authority in the Communications Act or by executive order. He assumed, however, that the President and the State Department wanted the service and that since Congress had appropriated for it, it had legal authorization. In wartime, he said, "I subordinated my views and didn't question" creation of FBIS. He said he had always advocated Congressional authorization before engaging in any functions not clearly prescribed by law.

Concurring with Mr. Garey in his observation that the FCC assumed unauthorized powers in many instances, Commissioner Craven pointed out, however, that the Supreme Court "didn't see it that way." Later he alluded to the Frankfurter opinion as practically eliminating all of his views of regulation and urged the Committee to write new legislation clearly defining the scope of the FCC's authority.

Without indicating whether the

The Stuff that Sales Are Made Of

"JUDY CANOVA"
C.B.S. 120 Stations. 8:30 P.M. Tues. E.W.T.
for Colgate Tooth Powder

"TERRY & THE PIRATES"
BLUE. 155 Stations. 6:00 P.M. Daily. E.W.T.
for Quaker Puffed Grains

"BILL STERN"
N.B.C. 66 Stations. 10:30 P.M. Fri. E.W.T.
for Colgate Shave Creams

"THE MAN ON THE FARM"
Spot. 46 Stations. 12:00 Noon Sat.
for Quaker Oats Poultry & Stock Feeds

"THE FAMILY FRIEND"
One Minute Spots. 258 Stations
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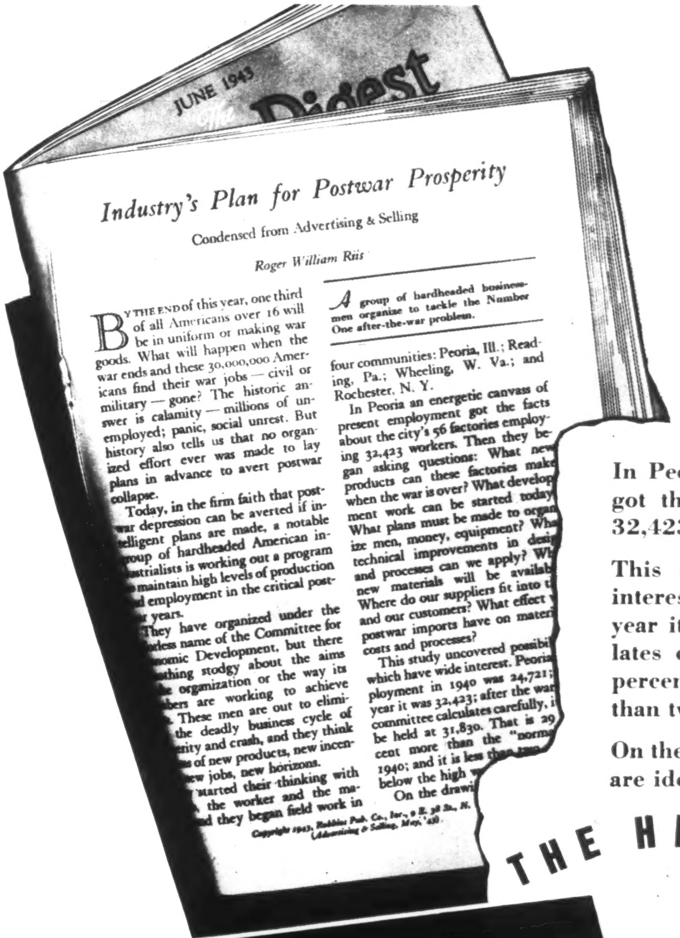


JUNE 1943 The Digest

Industry's Plan for Postwar Prosperity

Condensed from Advertising & Selling

Roger William Riis

BY THE END of this year, one third of all Americans over 16 will be in uniform or making war goods. What will happen when the war ends and these 30,000,000 Americans find their war jobs — civil or military — gone? The historic answer is calamity — millions of unemployed; panic, social unrest. But history also tells us that no organized effort ever was made to lay plans in advance to avert postwar collapse.

Today, in the firm faith that post-war depression can be averted if in-telligent plans are made, a notable roup of hardheaded American in-strialists is working out a program maintain high levels of production d employment in the critical post-r years.

They have organized under the rless name of the Committee for omic Development, but there thing stodgy about the aims e organization or the way its bers are working to achieve These men are out to elimi-the deadly business cycle of rity and crash, and they think s of new products, new incen-w jobs, new horizons. started their thinking with the worker and the ma-d they began field work in

A group of hardheaded businessmen organize to tackle the Number One after-the-war problem.

four communities: Peoria, Ill.; Reading, Pa.; Wheeling, W. Va.; and Rochester, N. Y.

In Peoria an energetic canvass of present employment got the facts about the city's 56 factories employing 32,423 workers. Then they began asking questions: What new products can these factories make when the war is over? What develop ment work can be started today What plans must be made to organ ize men, money, equipment? Wha technical improvements in desi and processes can we apply? Wh new materials will be availab Where do our suppliers fit into t and our customers? What effect postwar imports have on mater costs and processes?

This study uncovered possibil which have wide interest. Peoria ployment in 1940 was 24,721; year it was 32,423; after the war committee calculates carefully, i be held at 31,830. That is 29 cent more than the "norm 1940; and it is less th below the high

On the drawi

Copyright 1943, Robbins Pub. Co., Inc., 9 E. 38 St., N. (Advertising & Selling, May, '43).

A GOOD MARKET *now*
A BETTER MARKET
when the war is won

A group of hard-headed businessmen, working under the national Committee for Economic Development, reports as follows on Peoria:

In Peoria, an energetic canvass of present employment got the facts about the city's 56 factories employing 32,423 workers . . . . .

This study uncovered possibilities which have wide interest. Peoria employment in 1940 was 24,721; last year it was 32,423; after the war, the committee calculates carefully, it can be held at 31,830. That is 29 percent more than the "normal" of 1940; and it is less than two percent below the high wartime figure.

On the drawing boards and blueprints of Peoria factories are ideas for new production, in clear, sharp form.

THE HEART OF ILLINOIS

WMBD

PEORIA · ILLINOIS

DOMINATES

Peoriarea people—614,104 total with 444,375 in our *primary* area depend on WMBD for fine entertainment, public service features, community cooperation. WMBD is close to their hearts—a powerful influence on their buying habits. (Recent Conlan survey shows 50.2% listenership *average* for WMBD—more than *twice* the average of the closest competitor—more than *all other stations* combined!)

War industries? Of course, but they'll be reconverted without "boom town slumps". Diversified manufacturing plus vast, rich agriculture makes certain of consistently better returns for your advertising. No "outside station" can do a job in Peoriarea!

Get into this steady, *good* market through one-medium coverage—WMBD.

FREE & PETERS, INC.

Exclusive National Representatives

WMBD is a MEMBER CBS

rating: 30.6

"second only to FIBBER McGEE and MOLLY"

says

"Bill" Borrett

CHNS • HALIFAX

"Some time ago we inaugurated a prestige programme for one of our important local sponsors. This programme, featuring THE COTE GLEE CLUB, was an instant success. We were not greatly surprised, therefore, when the Elliott-Haynes survey gave it a rating of 30.6 — second only to 'Fiber McGee and Molly.'

As you know, Halifax, Nova Scotia, since the war, has expanded into one of the great Allied ports, a population cross-section of vast numbers combining people from every part of Canada, the United States, and other Allied Nations. I feel, therefore, that this 30.6 rating is a true barometer of THE COTE GLEE CLUB'S popularity throughout North America."

THE COTE GLEE CLUB is a modern male choir, trained and directed by the eminent arranger and conductor, Emile Cote. Over 100 recorded selections are now available. They feature today's "hit tunes," yesterday's favorites and the best known "memory" songs. It is an integral part of Lang-Worth Planned Program Service.

LANG-WORTH, Inc.

420 MADISON AVENUE • NEW YORK, N. Y.

information was contained in the "confidential" letters, Mr. Garey asked Commissioner Craven whether he knew that the FCC had requested the Army to reimburse it for services which the Commission claimed it had rendered. The response was negative—he said he was shocked to hear it. It is possible, he said, that the matter arose in a Commission meeting he did not attend, although he said he had a better attendance record than any other member.

1938 Memo Hit One Man Control

Declaring he wanted to "be frank," Commissioner Craven said he thought that on many matters of administration the chairman had acted without the knowledge of the Commission. Calling it "habit" as much as anything else, Commissioner Craven referred the Committee to his memorandum of Nov. 8, 1938, when Frank R. McNinch was chairman of the FCC in which he recommended full-scale reorganization of the Commission and delegation of specific functions to individual commissioners. This memo, of about a dozen pages, with proposed resolutions, was read in the record and elicited considerable side questioning. Mr. Craven explained, after a two-hour examination, that the entire proposal was "tabled" and that it "broke up the meeting."

Chairman Cox, as well as Counsel Garey, commended Mr. Craven for the memo as a fine legal document. The Commissioner's repeated disclaimers that he was "not a lawyer" were belied by the memo, Judge Cox said, because he thought it proved the engineer a "great lawyer." Mr. Garey said he would have been proud to have been author of the document.

In alluding to this comprehensive memo, Commissioner Craven said that in it he tried to "rectify the situation on the Commission but that it got nowhere. He repeatedly stated that he did not propose to criticize Chairman Fly—that the situation obtained as to the powers of the chairman before Mr. Fly was appointed in 1939. But he did agree that Mr. Fly, being a "strong man," carried along in the same groove.

Chairman Cox interposed that Mr. McNinch was appointed to the FCC to "clean up the mess." He recalled the Connery resolution of 1938 to investigate the FCC and said that he then felt Mr. McNinch should have been given "more time to do the job." Explaining the reasons for the detailed memo, Commissioner Craven said that when Mr. McNinch was first appointed to the Commission, he wanted to exact from Commissioner Cravan an agreement that he would vote with him on policy matters, but Mr. McNinch would follow Commissioner Craven on engineering matters. The witness stated that he advised Mr. McNinch he would have to carry out

★ TEN THOUSAND WATTS ON 1010 KC.* ★ CLEAR CHANNEL ★ NEW RCA 10E TRANSMITTER ★ THE ONLY COLUMBIA STATION IN ARKANSAS ★ THE ARKANSAS STATION WITH THE GREATEST COVERAGE AND POWER

LITTLE ROCK, ARKANSAS

KLRA

Affiliated with the
ARKANSAS GAZETTE

Represented Nationally by the
Katz Agency, Inc.

NEW YORK • CHICAGO • DETROIT
ATLANTA • DALLAS • KANSAS CITY • SAN FRANCISCO

* 5000 WATTS AT NIGHT

XUM

his sworn oath and vote his conscience.

The purport of the memo was that the Chairman should not have a "preponderant voice" in Commission actions, particularly since the law did not delegate special or superior duties to the chairman. Because Congress placed the entire responsibility on the Commission as a whole, Mr. Craven said, he felt the Commission should follow a definitely prescribed course. When Chairman Fly was appointed, Commissioner Craven said he offered to "cooperate with him" but told him he would vote his own dictates. "Mr. Fly has never deviated from that," said Commissioner Craven, despite his many agreements of policy with the FCC's chairman.

He added he felt there should be some changes in the law so as to make clear the duties of the Commission and so that we will "never have a repetition of what exists today."

Agreed With High Court's Minority

Asserting that the Frankfurter opinion had upset everything for which he stood, Commissioner Craven declared he agreed heartily with the minority of the Supreme Court. He added that he felt the Communications Act is not clear and should be clarified, and that he now felt more strongly than ever that Congress should reconsider the Act. He pointed out that he testified before the House Interstate & Foreign Commerce Committee on the Sanders bill a year ago in the same vein, and that was before the Supreme Court opinion.

Commissioner Craven said he had heard charges that the Commission is made up of "experts ex-officio" rather than experts "in fact," but that he did not commit himself.

Asked by Mr. Garey whether he believed the Commission should engage in such operations as FBIS and RID, Mr. Craven sought to qualify his answer but was asked for a "yes or no answer". Answering negatively, he said he wanted to justify that answer. Pointing out that at the outbreak of war the FCC had certain facilities in direction finding and monitoring that might be useful, he said he agreed that the Commission should assume some of that work, particularly since no one else appeared to be doing it.

As time went on, he said, the military services became more proficient in these fields and OWI (which he said was doing a good job, in his opinion) came into the field. Thus, there was not as great a need for the services.

Then the Commissioner said he was surprised about the attitude of the Joint Chiefs of Staff as indicated in the letters placed in the record regarding transfer of RID to the Army and abolition of FBIS. He said he had heard some rumors of the military view and had taken it up in Commission meeting, asserting he had been told that the matter was being considered by the Bureau of the Budget.

"I was assured there was nothing to it," said Commissioner Craven. When asked by Mr. Garey who told him that, he replied "the chairman".

Favors Constructive Action by Conferring

Commissioner Craven said he thought something constructive could be done. He paid tribute to the men in the FCC monitoring service, declaring they do the "best job in the world as ether policeman". He said this was not "intelligence" in the "military sense of the word".

Asked whether one way of improving service was to transfer it to the military, Mr. Craven agreed, but said that if there were some way the Commission could do a better job for the military, he would be for it.

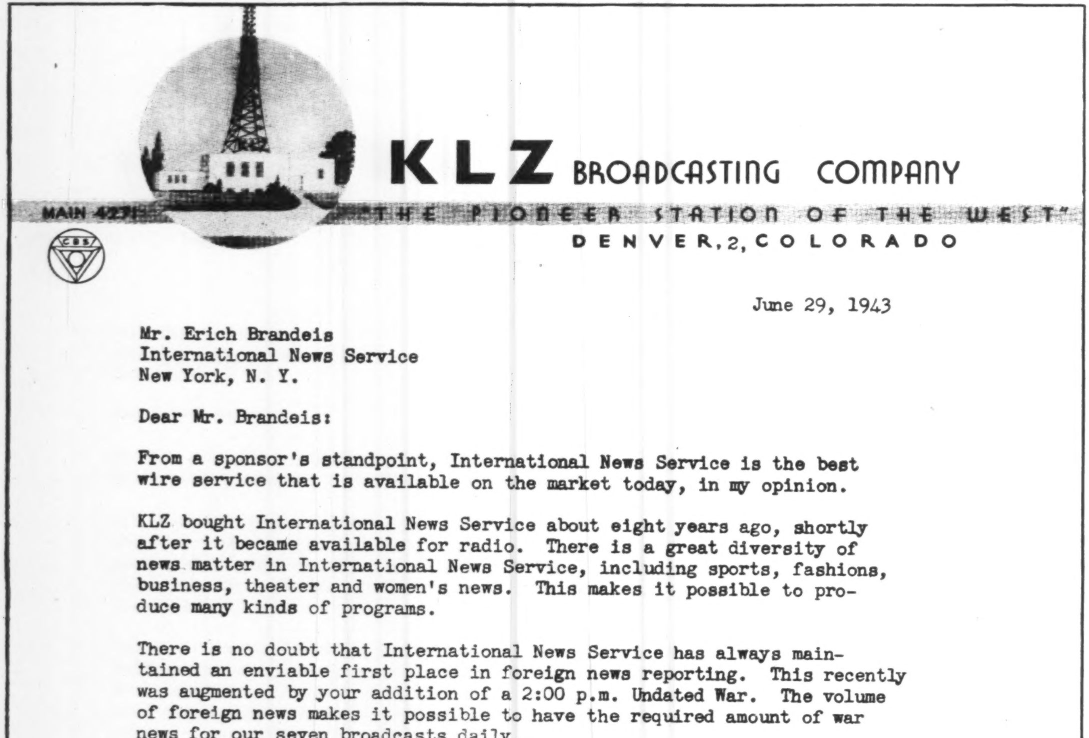
There are two distinct divisions of monitoring service—one military and the other civilian. The primary function of the civil end is to see that there shall be no unlicensed or illicit stations on the air, whether in peace or war. He declared he thought the situation could be solved "without all the fuss and furore."

Suggests FCC Should 'Stay at Home'

Everybody wants to win the war, he added. Asked by Chairman Cox whether he agreed with the Joint Chiefs of Staff on the recommendations, Commissioner Craven said they were right in large part but not 100%, in his judgment. The Commission should recognize the jurisdiction of the armed forces, he said, but added that on the other hand the military should recognize the Commission's field. He declared it was not his view that the Commission intended to usurp the Army and Navy functions.

"I would recommend to the Commission and to the President of the United States," he said, "that we stop throwing brickbats and sit around the table and work it out by transferring some of our men and equipment to the Army. I would

(Continued on page 50)



KLZ BROADCASTING COMPANY
MAIN 4271 "THE PIONEER STATION OF THE WEST"
DENVER, 2, COLORADO
CBS

June 29, 1943

Mr. Erich Brandeis
International News Service
New York, N. Y.

Dear Mr. Brandeis:

From a sponsor's standpoint, International News Service is the best wire service that is available on the market today, in my opinion.

KLZ bought International News Service about eight years ago, shortly after it became available for radio. There is a great diversity of news matter in International News Service, including sports, fashions, business, theater and women's news. This makes it possible to produce many kinds of programs.

There is no doubt that International News Service has always maintained an enviable first place in foreign news reporting. This recently was augmented by your addition of a 2:00 p.m. Undated War. The volume of foreign news makes it possible to have the required amount of war news for our seven broadcasts daily.

The Washington news is excellent and regional coverage is good. I believe both these still are improving. McCormick's new domestic roundup fits in nicely for us and we had a five-hour beat through your regional bureau only last Sunday, on the Grand Junction train explosion.

Our newscasts have been nearly always sponsored. Over a period of five years, sponsorship has been better than an average of 95%. A potential newscast buyer should need no further argument as to the quality of International News Service for sponsorship.

Very truly yours,

KLZ BROADCASTING COMPANY

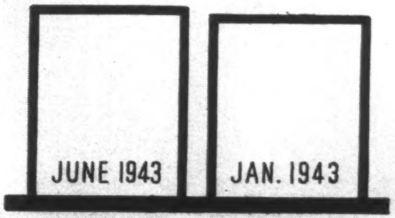
Earl C. McCain

Earl C. McCain
News Editor

June?

OR January

in Chicago



SPOT BUSINESS IN CHICAGO
(50,000 Watt Stations)

You would never guess by looking at the volume of spot business in Chicago. Summer slump? Why, business has never been better!

And thru this terrific upsurge of spot business, *WGN clearly remains the leader* with twice as much spot advertising as the next 50,000 watt Chicago station and as much retail business as all of them combined.

WGN holds this leadership because of WGN's marked ability to produce sales for its advertisers.

A Clear Channel Station

CHICAGO
50,000 WATTS

ILLINOIS
720 KILOCYCLES

WGN

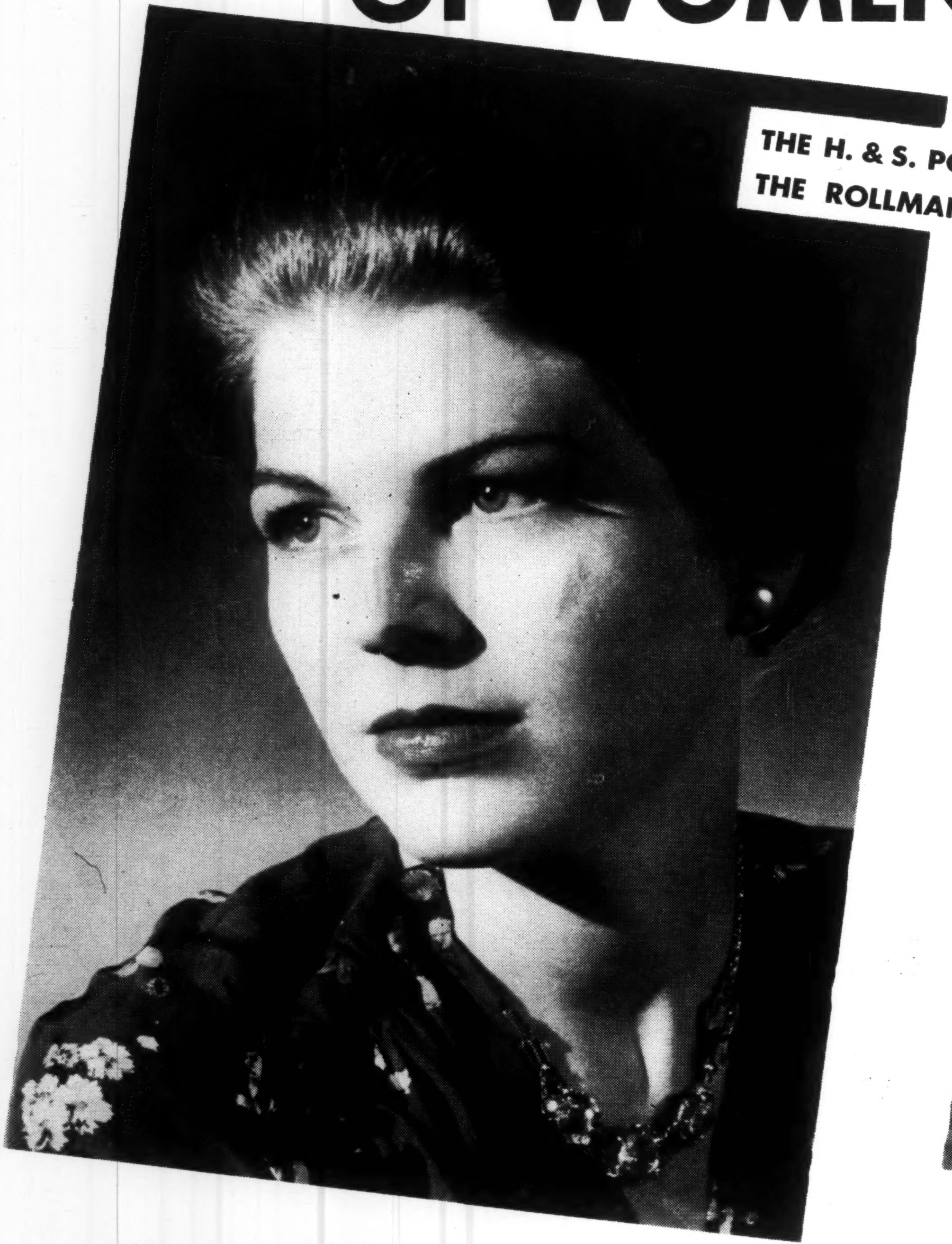
EASTERN SALES OFFICE:
220 E. 42nd Street, New York 17, N. Y.

PAUL H. RAYMER CO.
Los Angeles 14, Cal.; San Francisco, Cal.

MUTUAL BROADCASTING SYSTEM

TWO OF CINCINNATI'S LA
BOUGHT WCKY TO
OF WOMEN IN

THE H. & S. POGUE COMPANY
THE ROLLMAN & SONS CO.



Jane Alden, featured daily as the H. & S. Pogue Beauty Consultant.

Nancy Prentice, child
tor "Our Children"

FIFTY GRAND IN

XUM

GEST DEPARTMENT STORES
REACH THOUSANDS
HE OHIO VALLEY

child hologist, Direc-
n" p n for Rollman's.

WCKY

THE *L. B. Wilson* STATION

CINCINNATI

N POWER · CBS

XUM

Editorial

FCC's Blank Check

THE BROADCASTING industry, it is evident, is in one of those "let well enough alone" moods. Last May, after the Supreme Court decision which handed the FCC a blank check, there was great tumult. A new legislative committee was formed and given plenary powers to retain personnel and get things moving toward new legislation.

The House Committee to investigate the FCC is holding hearings. It is gearing its record toward new legislation, despite contentions to the contrary. Last week Commissioner T. A. M. Craven, who thinks and votes independently and who favors a minimum of regulation, gave the Committee his views. He advocated new legislation clearly defining the Congressional intent. He has opposed arrogation of authorized powers. He, along with Commissioner Norman S. Case, has bucked the FCC majority on all grabs for power.

The Committee was authorized by almost unanimous vote of the House to conduct this inquiry. It is the same House to which the industry plans to go in the fall in the quest for new legislation, to break the shackles of the Frankfurter opinion. The FCC majority has resorted to little short of mayhem in attempting to smear and discredit the Committee.

It should be clear that the FCC majority will oppose any industry effort for legislation limiting its powers. It has done everything possible to frustate these moves. The NAB is for new legislation, so the FCC majority is against the NAB. Irrespective of personalities, it will always be thus.

Because the industry is silent, and on the sidelines, its position is being misunderstood. Such a passive attitude is being construed as indicating industry satisfaction with the type of regulation it is getting, and the kind it will get under the Frankfurter opinion.

War Suspensions

PRESIDENT ROOSEVELT on July 9 signed an innocuous one-paragraph bill passed by Congress, now known as Public Law 124—78th Congress. It is titled "to relieve newspapers and periodical publications which have voluntarily suspended publication for the duration of the war from payment of second-class application fees upon resumption of publication".

The measure means more than that, however. It retains for publications that have suspended their privileged status with regard to legal notice advertising. They will not be required to start from scratch six months after the war.

There has been much talk about the plight of small broadcasting stations. Few, however, have given up the ghost—only about a half-dozen since the war began. Those that wanted to suspend for the duration because of economics and manpower shortages were denied that right by the FCC because there is no provision of law for it.

That, it seems to us, is discrimination. Radio stations are licensed. Newspapers nominally are not. Yet the second-class privilege is to the small newspaper what the license is to the small station. It seems unjust to require a station in a poor market to continue unprofitable or inefficient operation because of war-born reverses, or else turn in his license and prejudice his return to the air in normal times.

There isn't much public discussion of the small station problem these days. The problem probably never was as serious as some people believed, but it's still life-and-death for many small broadcasters. Happily the idea of subsidy has been brushed aside—for the present anyway. There's some clear-thinking in industry circles on sale of these stations to national advertisers on a small market package basis—just as small newspapers are sold nationally.

We think the problem will be met by the industry, without Government subsidy. Resourceful planning and selling will do it.

Meanwhile, however, provision should be made to authorize the suspension of operation of those stations which cannot maintain satisfactory service during wartime, so long as the particular areas involved will not be deprived entirely of an acceptable station signal. When Congress reconvenes in September, a simple bill should be introduced according to radio the same, or comparable, privileges given newspapers.

'No' Is a Good Word

WHATEVER new arrangement OWI makes to replace its field services, broadcasters will be obliged to accept additional responsibility for the war information job. We think these field services were hit in a fit of ill-advised Congressional economy. Be that as it may, broadcasters want to continue the outstanding job they have been doing for the nation.

That task becomes more difficult, now that stations are once more to be exposed to individual demands from some 32 agencies in the field, and radio people are going to find it desirable to meet them with informed restraint.

In judging these local time requests, managers should get effective guidance from the statement of Don Stauffer, chief of the OWI Radio Bureau [BROADCASTING, July 5], who assures the industry that all national war information needs will continue to clear through Washington. In view of this, a station should have no qualms about rejecting appeals for additional local or regional time demands for national campaigns.

If radio is to retain its value as a purveyor of information, broadcasters must see that the air is not saturated with war messages. As Paul West, president of ANA, pointed out to the Senate Appropriation Committee in the OWI proceedings, the public will listen to these messages just so long, then they will turn their sets off.

A well advised "No" will not hurt the war effort. The broadcaster's responsibility is to see that the "No" is well advised, that valuable radio time goes to the most urgent causes, and that in war messages first things are put first.

Broadcasters who yield indiscriminately to local pressures for time help no one. Good programming requires careful balancing of schedules. Thus, those responsible for war programming on each station must be judicious in their selections.

Our Respects To –

LINCOLN DELLAR

FOR A FELLOW who has been in radio scarcely a decade, Lincoln Dellar, vice-president of Associated Broadcasters Inc., has really gone places. As station manager, program producer, network station relations man, advertising salesman, and, until recently, OWI radio chief in San Francisco, Lincoln has covered a lot of territory and acquired a world of experience which has carried him to a position of prominence in the industry: vice-president and general manager of Associated Broadcasters Inc. (KSFO and the 100 kw. shortwave KWID, San Francisco). Which isn't bad for a chap just reaching his 37th birthday!

Born Aug. 11, 1906, in Seattle, where he received his early schooling, Lincoln went to California in 1925 to attend the University of Berkeley and to take his B.A. in 1929. At college, his advertising career started. He sold space for the *Pelican*, the campus humor magazine, and in his senior year he opened his own advertising agency in Berkeley, handling retail accounts.

His first job after graduation was with the M. E. Harlan Adv. Agency in San Francisco, as advance publicity and contact man for a traveling West Coast cooking school, one of their accounts. In 1930 he resigned from this position to accept another as advertising manager of *Motorland* magazine, a Northern California publication with headquarters in San Francisco.

In the spring of 1932 he opened his own business as a publisher's representative in San Francisco, representing several Eastern and Southern California magazines. "My business held out only as long as my limited savings account," Lincoln recalls, "and hence after nine months, I decided that the depression was not 'quite' over."

So in November, 1932 when he was offered a position as manager of KGB owned by Don Lee, and at that time the CBS outlet in San Diego, he jumped at the chance, even though he had never been inside a radio station before. He helped produce several transcontinental shows and sold radio the hard way, through audience-building, to local sponsors.

However, because of his desire to broaden his radio experience and having never been East, he resigned from KGB in the spring of 1935 and secured a position at CBS, New York as salesman for Radio Sales, the national spot sales department for the CBS managed and owned stations.

In December of that year he was promoted to the station relations department, assisting

(*Continued on page 38*)

SQUIBB

True Story

WOODBURY

Tek

PEPSI-COLA

REM

WE MAKE CANDLES BURN AT BOTH ENDS!

STANBACK HEADACHE POWDERS

FOODEX

WITH is two years old . . . and before you can say, "So what," let us jump in with a "So this:"

In this short space of time WITH has earned the loyal patronage of Baltimore merchants and has a long list of national "names" known as keen buyers of time.*

When WITH can produce sales flames at both ends of the stick, are we being presumptuous in thinking WITH can do a great sales job for you?

*WITH carries more retail accounts than any other Maryland station.

Jergens

MEDREX

W-I-T-H

—the people's voice in—

BALTIMORE

ON THE AIR 24 HOURS A DAY—SEVEN DAYS A WEEK!

Thomas Tinsley, President

Represented nationally by Headley-Reed

VITAMINS Plus

Quink

Crosse & Blackwell

RESINOL

MERCIREX

ROYAL CROWN COLA

DENTYNE

The Cincinnati Summer Story!

WCPO's

NEW SUMMER HIGH

May-June 1943 vs. May-June 1942

SOURCE: C. E. HOOPER

MORNING INDEX 8:00 - 12:00 a. m.	37.8%	INCREASE OVER 1942
AFTERNOON INDEX 12:00 - 6:00 p. m.	52.7%	INCREASE OVER 1942
EVENING INDEX 6:00 - 10:30 p. m.	10.3%	INCREASE OVER 1942

Based on a comparison of May - June, C. E. HOOPER SURVEY for 1942 and 1943.

AFFILIATED WITH THE CINCINNATI POST

WCPO

CINCINNATI'S NEWS STATION

Our Respects to

(Continued from page 36)

H. V. Akerberg, vice-president in charge. He travelled almost constantly during 1936 and 1937 as station relations field representative over the entire CBS network, working with each affiliate on local and national sales problems, merchandising problems, station contractual negotiations, etc.

In the spring of 1938 he became general manager of WBT, CBS-owned 50-kw. station in Charlotte, N. C., where he helped the station gain national recognition for its accomplishments in making radio of greater service to the farmers.

"But while life in the South was grand, I nevertheless was always homesick for the West Coast," he relates. So when W. I. Dumm, owner of KSFO in San Francisco (which was then a CBS outlet) invited him to the Coast to manage that station, he went to San Francisco in February, 1940.

In the fall of 1942, this company received a construction permit to build the 100-kw. shortwave station, and in conjunction with W. I. Dumm, president, and R. V. Howard, chief engineer, he was busily engaged in the construction of that high - powered shortwave outlet. After that time until January, 1943 he devoted his entire attention to managing KWID.

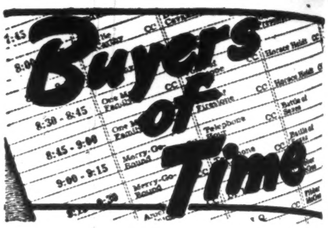
Last January at the invitation of the Overseas Branch of OWI, Lincoln took leave of absence from Associated Broadcasters to accept a position as Chief of the Radio Division of the OWI Pacific Bureau in San Francisco. Here he engaged in the biggest advertising job of all —advertising to overseas listeners the Four Freedoms and broadcasting programs directed to our overseas forces.

Lincoln is now back with Associated Broadcasters as vice-president and general manager but he is continuing with OWI in an advisory capacity.

In 1938 he married Grace Gould of San Francisco. He prefers living in the country, just out of San Francisco, but until the war is over, the Dellars live close to the office in town. Grace is engaged in wartime nursing activities. His hobbies, when time permits, are horseback riding, golf (at which Grace is also adept) and helping OWI find new ways to increase our "Hoopers" in Tokyo.

U. S. Royalty Savings

GOVERNMENT savings in royalty payments on radio patents will reach inestimable millions, it is believed, as the reesult of a plan proposed to the Signal Corps in 1941 by Com. E. F. McDonald Jr., president of Zenith Radio Corp., Chicago. Through the plan, being practiced by all but a few U. S. radio equipment manufacturers, the Government is granted free license for the duration of the war under all patents owned or controlled by each company.



Buyers of Time

WILLIAM DOTY EDOUARDE

SHOWMANSHIP has been the keynote of William Doty Edouarde's business career, and it was only logical that eventually he should find his way into the radio business in an advertising agency. Today, Doty is helping Hort Mallinson at Badger & Browning & Hersey, New York, buying time for American Chicle & Denver Chemical Mfg. Co, spot campaigns.

Edouarde was born in New York in 1911, and a few years later when his father opened the New York Strand theatre Doty got his first taste of the show business. He's been attached to it ever since.

His education was acquired at Trinity School in New York and Hobart College, in Geneva, New York. During summer sessions Doty assisted his father in producing short subjects and feature-length movies, later moving into the talent management field handling name orchestras.

After college, Edouarde produced sustaining radio shows over WOR, handled vaudeville units for Loew's, New York, and later entered AW-Advertising Agency as radio director.

In 1938 Doty joined Courier Productions Inc., specializing in production and distribution work on documentary and commercial sound films. In 1941 he again entered the agency field, this time with Compton Advertising, New York, buying spot for Ivory, Duz and Fluffo. The following year he joined Badger & Browning & Hersey and is still holding forth until he joins the colors.

At present, Doty is awaiting U. S. Army Service call. He recently graduated from a U. S. Army Enlisted Reserve Corps Radio Technician Course which he attended every morning at 6 a.m. His hobbies include record collecting and his library of recordings is a source of wide interest.

XUM

Blue
STATION

Coverage without Competition!

AN OPEN door to 1,000,000 people with a minimum of competition from other stations. Few stations, we believe, are equal to WJHL's physical dominance or popularity in the market it serves. Take a look at the reason why it is the preferred station in one of the wealthiest of Southern markets.

●

COVERAGE—1000 watts full-time on 910 KC. The only station of 1000 watts or greater power within 75 miles of the WJHL transmitter. The only single station that can offer coverage of *all* of the rich Appalachian area included in WJHL's 0.5 MV/M contour. 1,000,000 people; 250,000 families; 125,000 radio homes. In addition to its coverage of Upper East Tennessee, it offers primary service to counties in Western North Carolina and Southwestern Virginia.

AGRICULTURE—The Appalachian area is one of the richest agricultural sections of the South. Millions of dollars of burley tobacco are sold annually. Warehouses in seven cities in WJHL's coverage area serve tobacco growers. Poultry and dairy farming are of prime importance in this area's farm income.

CITIES—These cities make up the metropolitan centers of WJHL's primary area. Population figures are official wartime estimates. Johnson City, 32,000; Bristol, 28,000; Kingsport, 25,000; Greeneville, 15,000; Elizabethton, 14,000. Other important trading centers include Erwin, Tennessee, Abingdon, Virginia and Boone, North Carolina.

INDUSTRY—The Appalachian area is enjoying industrial prosperity as a result of the war effort. This prosperity is founded on a large and sound pre-war industrial section. Such large manufacturing concerns as North American Rayon Corporation, American Bemberg Corporation, Tennessee Eastman Corporation contribute large payrolls. Johnson City is the second largest hardwood floor manufacturer in the nation. Silk and knitting mills, pottery plants, railroad centers, foundries and other manufacturing plants are found in this area.

●

WJHL

Johnson City, Tenn.

W. H. Lancaster, Pres.—Ken Marsh, Mgr.

1000 Watts **910 KC**

Represented Nationally by Howard H. Wilson Co.

XUM

Personal NOTES

NELSON POYNTER, former assistant chief, Bureau of Motion Pictures, OWI, now vacationing in Mexico, is expected to return in late August to St. Petersburg, Fla., where he is publisher of the *St. Petersburg Times* and operator of WTSP.

JOHN RHYS EVANS Jr., formerly in charge of publicity and promotion of KOMO-KJR, Seattle, has joined KEVR, Seattle, as commercial manager.

BRUCE BARRINGTON, former news editor at KXOK, St. Louis, and now a major in the Army, was home recently on his first leave in more than two years. KXOK staff held a party in his honor.

GEORGE W. SMITH, managing director of WWVA, Wheeling, W. Va., and executive vice-president of Fort Industries, has been appointed chairman of the local Community Chest drive. Mr. Smith is also president of the Board of Trade and vice-president of the Rotary club.

G. R. SWIFT, account executive of WABC, New York, is the father of a boy.

Arthur Lucas, 61, Dies In Atlanta After Illness

ARTHUR LUCAS, 61, died at his home in Atlanta last week from a heart attack after an illness of more than a year. Mr. Lucas was associated with William K. Jenkins in the William K. Jenkins-Arthur Lucas Stations, comprising four Georgia outlets, WDRW Augusta, WMOG Brunswick, WLAG La Grange, WSAV Savannah.

Mr. Lucas left a career as a telephone executive to enter the film industry 35 years ago and is credited with many pioneering innovations. He expanded his interests until with Mr. Jenkins, also of Atlanta, he operated a chain of more than 50 Georgia theatres in partnership with Paramount pictures.

MRS. MARGIT SMOUT has been appointed manager of KEVE, Everett, Washington, replacing John R. Meves.

MICHAEL W. Vaughan, new to radio, has joined the guest relations staff of NBC central division.

NILES TRAMMELL, president, and William S. Hedges, vice-president in charge of sales of NBC, will attend a two-day meeting of NBC Pacific Coast affiliated stations in San Francisco Aug. 2-4. Participating will also be Sidney N. Strotz, NBC Pacific Coast vice-president and network department heads from Hollywood.

YOU CAN'T COVER WISCONSIN *Except in Wisconsin!* with the WISCONSIN NET WORK *Affiliated with Mutual*

today Billions in War Orders plus
America's Dairyland Producing 3/4 Billion of Diversified Annual Farm Income

There's no substitute for this progressive network of eight stations, each with its loyal home town following. Wisconsin is not part of any other "community." That's why no Metropolitan station or any other regional or National Network can give you more than secondary coverage or secondary listener interest here. We're in a radio world of our own!

Wisconsin Network Stations talk Wisconsin language—**all specifically programmed for the people of this state**, plus complete National Network service of Mutual. Every operating hour these stations can be and are heard. Your program and product go into these homes rain or shine, fair weather or foul. Is it any wonder these local stations are "selling the goods?"

We'd like to send you the inside dope on Wisconsin (names and figures on our pulling power) before you plan your fall advertising.

WHBY
Appleton
KFIZ
Fond Du Lac
WCLO
Janesville
WIBU
Poynette-Madison
WRJN
Racine
WHBL
Sheboygan
WSAU
Wausau
WFHR
Wisconsin Rapids

WISCONSIN NETWORK, Inc.
MAIN OFFICE·· WISCONSIN RAPIDS, WISCONSIN

FOX CASE, West Coast public relations director of CBS Hollywood and Arthur Westlund, manager of KRE, Berkeley, Cal. have been appointed members of the Advisory Committee on Public Information to the State War Council by Gov. Earl G. Warren.

JACK BEARDALL, manager of CFCO, Chatham, Ont., has marked 20 years in Canadian broadcasting. He took out his first amateur license for Canadian 3AEO in 1922 and has operated a broadcasting station since shortly after that time.

LOUIS G. FROELICH, account executive of WING, Dayton, is father of a boy.

EARL H. GAMMONS, former general manager of WCCO, Minneapolis, and now director of CBS Washington, visited the station, last week en route to northern Minnesota for a vacation.

WILLIAM JOYCE of the Chicago office of World Broadcasting System is scheduled to report for induction in the Army July 29.

KENNETH C. PRINCE, Chicago attorney, and for nine years executive secretary of the Sales Managers Club, Western Group (now Association of Electronic Parts and Equipment Mfrs.), has been commissioned lieutenant (j.g.) in the Naval Reserve.

David Rosenblum Dies, Former NBC Executive

DAVID ROSENBLUM, 55, former executive vice-president and treasurer of NBC, and until 1941, when he retired, treasurer and business manager of *The New York Post*, died July 18 in Hartford. One of the founders and a vice-president of the Alexander Hamilton Institute after his graduation from Harvard in 1908, Mr. Rosenblum organized the Business Training Corp., a company devoted to personnel training, later establishing Tradeways, Inc., a firm pioneering in business research and consultation.

In 1934 he became executive vice-president of NBC and a year later, treasurer of the network, where he remained until 1936. He leaves his widow, father, a sister and three brothers.

Now Col. Hill

Col. Hill

LT. COL. LUTHER L. HILL, vice-president of the Iowa Broadcasting Co. on leave, last week was promoted to rank of full colonel as chief of staff of the 5th District, Army Air Forces Technical Training Command, in Miami. Col. Hill, who also is manager of KSO and KRNT, Des Moines, graduated from the Naval Academy and was in the last war. He joined the *Register & Tribune* organization in 1935. He was recommissioned April 29, 1942, with rank of major.

Shepherd Heads WAYS

G. O. SHEPHERD has been appointed general manager of WAYS, Charlotte, N. C., according to an announcement issued by the Inter-City Advertising Agency, controlling company of WAYS, and Harold H. Thomas, active head. Mr. Shepherd resigned as manager of WORD, Spartanburg, S. C., to head WAYS.

BEHIND *the* MIKE

WILL DOUGLAS, now Staff Sgt., Will Dougherty, in charge of radio for the public relations office of the San Antonio Air Service Command, Kelly Field, Texas, reports July 24 for Air Corps Administration Officer Candidate School, Miami Beach, Fla.

PETER GRANT, former WLW newscaster, now Lt. Melvin Maginn, has been named aide-de-camp to Brig. Gen. George E. Hartman, Inspector at Camp Ellis, Ill.

O. J. NEUWERTH, production manager of WBBM, Chicago, will supervise three broadcasts from National Music Camp, Interlochen, Mich., over WKAR, East Lansing, while on vacation during late July.

HERB HOWARD, former production manager of WNAX, Yankton, S. D., and previously with WIND, Gary, Ind., has joined the production staff of WLS, Chicago, and Joe Rockhold and Lew LaMar have joined the announcing staff. Rockhold, formerly a WLS announcer, returns after handling announcing assignments at KXEL, Waterloo, Iowa, and LaMar transferred from the WLS production department.

PETER STURSBERG, Canadian Broadcasting Corp. Overseas Unit, and Ross Munro, Canadian Press and Press News war correspondent, accompanied the Canadian troops in the opening phases of the Sicilian invasion.

JOHN PRINCE has joined the program production department of KLZ, Denver, as script writer.

ROBERT WOODBURY, traffic manager at WCCO for three years, has left to join the Army. Leone Smith from the continuity department will replace him.

BILL BUTLER, Jr., former staff announcer of WJHP, Jacksonville, Fla., having completed Navy basic training, is to begin studies as a Navy Air Corps weather observer at Great Lakes, Ill.

ERIC JAMES, newspaperman and writer, has started a five-weekly news commentary on WIBG, Philadelphia. Jeff Scott, formerly heard on southern stations, has joined the announcing staff.

CARL ERBE, publicity agent in Miami Beach for accounts in that city as well as in Cuba and Nassau, has joined WNEW, New York, as publicity director, replacing Mrs. Lillian Zatt, resigned.

WWL NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

AUDREY CALDER, former program director of KHUB, Watsonville, Cal., where she also broadcast as Yvonne Dale, has joined KSAN, San Francisco, as a writer-operator.

KEN POWELL, who entered radio at KDKA, Pittsburgh, and has since done announcing and producing at WGY, Schenectady, and WESG-WENY, Elmira, has joined the announcing staff of WOR, New York. Scott Douglas and Eric Norman, both announcers, have resigned.

OLIVE KACKLEY, women's commentator at WCKY, Cincinnati, was feted recently on her Sunday morning broadcast by a surprise birthday party given by 200 members of the U. of Cincinnati Journalism Club and Secretaries' Club.

TOM SLATER, m.c. of Mutual's *The Better Half*, is father of a boy.

JACQUES FERRAND, who has been in charge of radio activities for the German-American Congress for Democracy and for a comparable French group, has been named radio director of the Common Council for American Unity, which is preparing to expanding its radio work.

CHARLES L. KELLY, formerly with W47NY, New York FM station, and various Southern stations, and Norman Rose, actor, have joined the announcing staff of WQXR, New York. Mr. Rose is on the staff of the OWI overseas shortwave broadcasting division.

WALTER I. SEIGAL, former assistant manager of the CBS photographic division, replaces Michael J. Fish as manager of the division, Mr. Fish having left the network. Mr. Seigal joined CBS in 1933 and became assistant manager in photography in 1938.

LORING KNECHT, announcer and news editor at KFYR, Bismarck, N. D., has volunteered for the armed forces, and has left for induction at Ft. Snelling, Minn. Knecht was former production manager at WCAL, the St. Olaf college station, Northfield, Minn.

DEWITT WYATT, of Pittsburgh, Fred Pelle, formerly of WJMA, Covington, Va.; and Calvin J. Smith, a former WMMN man returning by way of WLS, Chicago, have joined WMMN, Fairmont, W. Va., as announcers.

KEN JOSEPH, formerly of WOLF, Syracuse, and WPAT, Patterson, N. J., has joined the announcing staff of WWRL, New York.

LOWELL THOMAS has resumed his regular BLUE news program after a two-week tour of Central and South America, where he inspected defenses and bases, air and land routes linking the Americas, and talked with Government leaders. He will leave shortly for the European war zone.

PEGGY LLOYD, m.c. of WOV, New York, has started a weekly half-hour movie review.

BILL RAY, account executive, and Neil Reagan, newscaster, have been appointed program director and production manager, respectively, of KFWB, Hollywood. They have taken over the duties of Manning Ostroff who recently resigned to join Eddie Cantor as production aide. Richard S. Stephens, assistant traffic manager of KFWB, has been made assistant to Reagan.

STANLEY TROUT and Lyle Reebe have joined WINN, Louisville, Ky., as announcers.

FRANK CROTTY, county editor of the *Worcester Telegram*, has joined the news staff of WTAG, Worcester. Patricia Neighbors, announcer at WTAG's FM outlet, W1XTG, is playing in a show staged by a local stock company.

DEBUT OF ART GREEN, new record m.c. of WINS, New York, was attended by a town-full of musical celebrities, including Guy Lombardo (r) who is greeting Mr. Green, Vincent Lopez, Connee Boswell, Tiny Hill, Duke Ellington, Joan Edwards and others. Cecil H. Hackett (l), managing director of WINS, who played host, looks pleased at his new acquisition.

EDDIE CALDER, former manager of KHUB, Watsonville, Cal., has joined KFBS, San Francisco, as a writer-announcer.

JEFF SMITH, former announcer in the South, has joined WIBG, Philadelphia, as announcer.

JOHN BARLETT has joined WINX, Washington, as production manager. He was formerly with WTOP and WMAL, Washington, and replaces Howard Stanley, now at WTOP as promotion-publicity director. Gardiner Francis takes over Stanley's promotion and publicity duties at WINX.

DOROTHY ROWDEN, formerly public relations director of the American Library Assn., joins the CBS education department Aug. 1 as liaison with women's organizations. Mrs. Rowden is on the staff of the Institute for Adult Education of Teachers College, New York, and is editor of the "Adult Education Journal."

WALTER KANER, director of publicity and special features of WLIB, Brooklyn, has reported for active duty in the radio division of the Army Signal Corps. Paul Gould, program director, is handling publicity.

GEORGE WILLARD has joined the announcing staff of WOR, New York, having served with two other Mutual outlets—KHJ, Los Angeles, and WGN, Chicago.

St. John for Winchell

ROBERT ST. JOHN, NBC commentator and war correspondent, will be heard on part of the *Jergens Journal* on the BLUE from Aug. 8 to Sept. 5, while Walter Winchell is on vacation. Mr. St. John will contribute a five- minute news summary from New York, with Louella Parsons and Fulton Oursler filling the remaining ten minutes of each Sunday program, until Mr. Winchell returns. Andrew Jergens Co. is the sponsor. Lennen & Mitchell, New York, handles the account.

BOB BOWMAN, first Canadian Broadcasting Corp. war reporter overseas, who went over in December, 1939, is now in Canada to tell the story for radio on the Canadian industrial front. He has made a number of Atlantic crossings and has flown to Australia.

BETTY GILES, of the traffic department of CKLW, Windsor-Detroit, and Victor Linfoot, former CKLW announcer now with NBC in New York, were married recently.

LEADERSHIP

A compliment to the aggressive leadership of this winning combination:

THE **BLUE** AND
WWVA

●

STONE & THOMAS

West Virginia's largest department store contracts for 52 weeks' local sponsorship of

MARTIN AGRONSKY

(Monday Through Friday)

●

The effective team of America's fastest growing network and America's fasting growing 50,000 Watter is doing things that count for Advertisers!

50,000 Watts

Serving the Great Steel and Coal Belt of a Great Nation.

JOHN BLAIR & CO.
Represent Us

WWVA
WHEELING, W. VA.
50,000 WATTS
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

WILL STEVENS, formerly with little theatre groups in New York and Providence, and Jackson Fleming, both new to radio, have joined KOL, Seattle, as announcers. Sylvia Green, receptionist, has been promoted to the continuity staff.

HAL MOON, news editor of KGVO, Missoula, Mont., for two months, has resigned because of ill-health.

GEORGE JOHNSON, announcer at WCCO, Minneapolis, on July 12 married Lucille Kenny of Hibbing, Minnesota.

RUSSELL SNOW, formerly of WBZ-WBZA, Boston, has joined the announcing staff of KPO, San Francisco.

HARRISON WOOLEY, formerly of KLX, Oakland, is now with KFRC, San Francisco, as announcer.

J. N. DAUGHERTY, formerly at WDSU, New Orleans, has joined KGO, San Francisco, as announcer.

WAYNE HUTCHINSON, with the Army until recently, has joined the announcing staff of KSO-KRNT, Des Moines. Before joining the Army he was announcing at KGLO, Mason City, Ia. New parttime announcers are Meredith Griffin, of the Drake U. law school, and Jim Loundsberry, of Drake U.

EVELYN HOWE, formerly of WKNE, Keene, N. H., is now heard on WEEI, Boston, in *Five O'Clock Follies*, Monday thru Friday from 5 to 5:45 p.m., an afternoon musicale in which Miss Howe interviews visiting notables.

LLOYD BROWNFIELD, assistant Pacific Coast publicity director of CBS Hollywood has been made head of the department. He succeeds Andy Kelly who resigned to join Tom Fizdale Inc., radio publicity service, as West Coast manager. Neil McDonald, who formerly headed the Fizdale office in Hollywood, has gone to CBS as assistant to Mr. Brownfield.

YOU WON'T GET RICH ON RELIEF (Ky.)!

Don't count on Relief (Ky.) to take care of you in your old age. It just ain't got the capital. Safe thing to do is look out for yourself—in the Louisville Trading Area where the *big* money is. Forty-seven percent of Kentucky's population . . . fifty-seven percent of its buying power . . . *there's* your daily bread! Come and get it . . . the servings are *big* at WAVE!

LOUISVILLE'S WAVE

N. B. C.
5000 WATTS . 970 KC

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

12 NEW MEMBERS JOIN KOIL'S STAFF

KOIL, Omaha, has added 12 new members, according to Hugh Feltis, general manager of Central States Broadcasting Co., operator of KOIL, KFAB and KFOR.

New manager of the sales promotion department is Harold Roll, formerly of Allen & Reynolds, Omaha agency. He is assisted by Miss Louise Harrington.

New members of the sales department are Harry Fitch, local sales, and Forrest Blair, regional sales. Fitch formerly represented *Successful Farming*.

Other additions included: Richard Hill, engineer, Elden Anspach, studio announcer, Jacqueline Gunlock, continuity writer, Teresa Peter, music librarian, Larry Tighe, newswriter, Bruce Wallace, studio manager, Orlie Penwitt, national sales secretary, and Louis Johnson, evening hostess. New staff orchestra is under direction of Paul Moorhead. Five members have been lost from the staff. Don Searle, formerly general manager, is now manager of KGO, San Francisco. Connie Joan Conner is now at Flagstaff, Ariz., serving Uncle Sam. Art Weaver, sales manager has left to form his own radio agency, Frank Samuels, regional sales, to KGO, and Harvey Twyman, staff announcer, to the Coast Guard.

WSAN, Allentown, Pa., has appointed Headley-Reed Co., New York, as national representative, effective immediately.

Watch NEXT WEEK'S ISSUE for an Important Announcement

WCBM
BALTIMORE'S BLUE NETWORK OUTLET

Siegfried Mickelson New WCCO Newsroom Head

SIEGFRIED MICKELSON has been appointed news editor of the new news room of WCCO, Minneapolis and St. Paul, according to A. E. Joscelyn, general manager. Mitchell V. Charnley has been appointed assistant news editor.

Mr. Mickelson has had more than ten years of varied journalism experience. He was at one time director of publicity at Yellowstone National Park. Mr. Charnley is professor of journalism at the University of Minnesota.

The newsroom, converted from a studio and furnished with built-in copy desks, is now the center of all news activity at WCCO with news service machines (AP, UP, PA, and UP radio) located at this central point. A broadcasting booth in the room facilitates originating newscasts at the source.

The WCCO news staff now consists of the following: John McCutcheon Raleigh, analyst, who was correspondent for the *Chicago Tribune* in Berlin at the start of the war and in 1942 attached to Gen. McArthur's staff in Australia; Larry Haeg, farm news editor, representative in the Minnesota legislature and active in AAA work since 1932; Rollie Johnson, sports editor, broadcasting over WCCO for almost ten years and director of athletics in several Twin Cities high schools; Dr. Lennox Mills, news analyst, familiar with conditions in the British and Dutch East Indies; Cedric Adams, newscaster, daily columnist for the *Minneapolis Star;* Hale Byers, newscaster, veteran newscaster, once at WJR, Detroit; Ray Tenfenny, newscaster, local correspondent for *Chicago Tribune* and *Milwaukee Journal;* William R. Kruger, news writer, former editor of the *Minnesota Daily;* Franklin Page, news writer, former UP correspondent.

Anti-Axis Discs

U. S. NEWS bureaus of Belgium, Australia and Greece, all active in the production of programs for free distribution to local stations, have jointly released a series of weekly transcriptions containing news of the anti-Axis activities of the three countries. Program consists of three five-minute talks on one side of a record, with the possibility that programs from three other nations may be added later to the other side. Each five-minute program may be broadcast separately, the plan being eventually to produce a transcription offering six programs, one for each day of the week. Programs may be offered for local sponsorship.

"BLIND DATE"

This radio program, so successfully sponsored by Maxwell House Coffee, is the exclusive property of Mr. Joe Floyd of Sioux Falls, S. D.

All inquiries regarding same should be addressed to his representative, Tom Wallace Radio Productions, 605 N. Michigan Avenue, Chicago, Illinois.

Merchandising & Promotion

Ghost-Trap—Automatic Hostess—Farflung Radio War-Grams—Miss Hewson, Too

FAXFILE, a comprehensive collection of information on WLW, Cincinnati, to serve the needs of timebuyers and advertisers, is being mailed to agencies and advertisers throughout the country. The package includes a set of maps on early morning, early evening and nighttime and three insert sheets on WLW's nighttime, afternoon and morning audiences in 32 cities and 218 rural communities as reported in the mid-winter C. E. Hooper study. Additional material is to be released from time to time, including special wartime market studies. Teaser campaign titled "Commando Course for Secretaries" was employed in mailing the file. A series of hand drawings instructed secretaries in judo techniques for use against time salesmen who bring in unfilable material, with movie fade-out for WLW representative armed with the new streamlined, attractively colored Faxfile.

* * *

Radio War-Grams

PHOTOSTATIC copies of a Western Electric Co. "Radio War-Gram" advertisement, as published in BROADCASTING June 7, which includes notice of a phase of the war job WHEB, Portsmouth, N. H., is doing have been mailed by WHEB to over 500 retail outlets in Central New England. Superimposed on the face of the sheet is a copy of a letter from H. W. Willets of the W-E radio division to B. Georges, WHEB general manager, congratulating the station and calling attention to mention of WHEB in the June 7 War-Gram.

* * *

Miss Hewson, Too

OFFERING a bargain purchase as well as a premium to try its product, Joseph Tetley & Co., New York, sponsor of the *Morning Market Basket* on the BLUE thrice-weekly has invited listeners to mail 25 cents to Isabel Manning Hewson, m.c. of the show, for a utility bag, useful for knitting, shopping or the beach. In the bag is a picture of Miss Hewson, a coupon entitling the listener to one package of Tetley's Jiffy soup with purchase of another package. Agency is Duane Jones Co., New York.

New Gremlins

CREATED and edited by Edward Shurick, sales promotion director of KMBC, Kansas City, Mo., "KMBC Heart Beats", a new house organ, appeared July 1 to promote distribution and sales for KMBC advertisers and give news of the station's activities, personalities and programs. Mr. Shurick also originated the idea for the "Heart of America Gremlins", illustrating the station's audience. Characters were assembled about the microphone by Christine Wilson, art director [BROADCASTING, July 12, page 50].

* * *

Ghost Trap

TO SELL TIME on its *Saturday Smorgasbord*, half-hour variety show, KSTP, Minneapolis-St. Paul, has issued a folder in which a miniature wage check is clamped within the teeth of a trap. "We set a trap for the ghost and caught it", reads the folder, "ghost" referring to the big Friday pay-day in the Twin Cities market, followed by the big spending day on Saturday.

* * *

Success Stories

A TEN-PAGE brochure in three colors prepared by WLS, Chicago, compiles the success stories of eight widely-varied advertisers, from candy-maker to fruit jar manufacturer. The pages, each dealing with an individual radio advertiser, are reprints on heavy coated stock of a series of ads which appeared in BROADCASTING earlier this year.

* * *

Automatic Hostess

PATRONS of 30 taverns and "coke parlors" and workers at two war plants now hear top features of WHIO, Dayton, via "The Automatic Hostess Music Studios", which is connected by a line from the WHIO control room. The Automatic Hostess studios are in the Mutual Home Building, Dayton, and from there outstanding news and sports broadcast are fed.

* * *

Program-Talent Folders

WBT program-talent folders have been distributed to representatives in Radio Sales for use in personnel contacts. Each sales-data brochure, with name of program or star printed across the tab, contains a picture in addition to sales and other interesting facts.

* * *

Gift Flags

AMERICAN FLAGS were offered to all who bought war bonds at a rally staged recently at Lane Bryant's, women's apparel store in Brooklyn, and broadcast on WLIB, Brooklyn. Firm is a regular advertiser on WLIB.

* * *

Farflung

DAILY NEWS schedule of WCCO, Minneapolis, has been distributed to more than two thousand resorts in the state through cooperation of the Minnesota State Tourist Bureau.

The Northwest's Best Broadcasting Buy

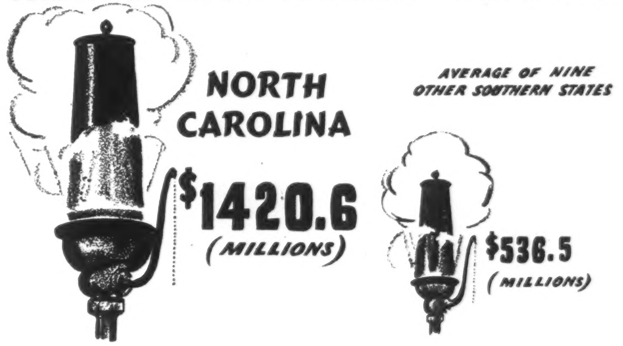
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL

Owned and Operated by
ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.

FREE & PETERS, INC. — Natl. Rep.

NORTH CAROLINA is the SOUTH'S No.1 INDUSTRIAL STATE

VALUE of MANUFACTURED PRODUCTS



Source: — Census of Manufactures, 1939

WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No.1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, INC. National Representatives

Agencies

JAMES C. CUMMING, account executive of Grey Adv., New York, is to resign Aug. 1 to join John A. Cairns & Co., New York, in a similar capacity.

ALLAN C. GOTTSCHALDT, until recently executive vice-president of Glaser-Gottschaldt Inc., Boston, and former head of Gottschaldt-Humphrey Inc., Atlanta, has joined Charles W. Hoyt Co., New York, as account executive.

BRIAN DEVLIN has joined the Montreal office of Young & Rubicam.

L. G. MOSELY, former vice-president of Bowman, Deute, Cummings, San Francisco, has joined Foote, Cone & Belding, New York.

Irna Phillips to J-W-T

IRNA PHILLIPS, serial author, will join the Hollywood office of J. Walter Thompson Co., New York, Oct. 1. Miss Phillips said she approached the agency to learn their side of the business and does not know what her duties will be. Leaving Chicago with her will be the three writers of the scripts which she supervises, *Lonely Women*, written by Janet Huckins, *The Guiding Light*, written by Virginia Thacker and *Road of Life*, written by Gertrude Prys.

DAVID RUTLEDGE has joined the Omaha staff of Beaumont & Hohman, Chicago, as assistant to John Paul Jones, Omaha manager. Mr. Rutledge was formerly national advertising manager of the *Dayton Journal-Herald*.

RUSSEL T. GRAY, Inc., Chicago, industrial agency, announces election of Waldo G. Schnell as executive vice-president and M. G. Walther as vice-president. Mr. Schnell has been a vice-president since 1939. Z. H. Mischka becomes director of publicity and government manuals.

JOSEPH HAYES JACKSON, Foote, Cone & Belding vice-president in charge of copy of Bowman, Deute, Cummings, has been shifted to the travel and industrial department of the agency's Los Angeles office.

TOM WALLACE Radio Productions has established its Chicago headquarters at 605 N. Michigan Ave. Telephone number is Superior 4584. Mr. Wallace left Russel M. Seeds Co., where he was vice-president, to set up his firm six months ago.

J. J. DICKELY, former copywriter of Blackett-Sample-Hummert, New York, has joined Ted Bates Inc., New York.

LARRY HARRIS, for several years an agricultural copy writer of Ralston Purina Co., St. Louis, has joined the copy staff of Mace Adv. Agency, Peoria, Ill.

ELIZABETH HUNTLEY, former commentator of WGY, Schenectady, has joined J. Walter Thompson Co., New York, as a radio specialist on the public relations staff.

FRANK COOPER, formerly with General Amusement Corp., has joined forces with Ed Wolf Assoc., New York artist representative. Mr. Wolf heads a radio talent, production, and package show sales division under the name of Frank Cooper in Association with Ed Wolf.

CHAS. N. STAHL ADV., Hollywood agency, has established a branch office at 502 Hearst Bldg., San Francisco, with Miss Karola Manning as manager and radio director.

MARGARET DEANS has been appointed timebuyer at Spitzer & Mills, Toronto (successors to Lord & Thomas of Canada), succeeding Norma Store, who has resigned.

RUSSELL T. KELLEY of Russell T. Kelley Ltd., Hamilton, Ont., agency, has been nominated a Progressive Conservative candidate for Hamilton-Wentworth in the forthcoming Ontario provincial election on Aug. 4.

BAKER OSTREN, copywriter at Blackett-Sample-Hummert, Chicago, has been commissioned a lieutenant (j.g.) in the Naval Reserve.

MILLS IS NAMED KUDNER MANAGER

GORDON MILLS, sales executive of NBC, with the network for 10 years, during which time he organized the NBC guest relations division, has been named business manager of the radio department of Arthur Kudner Inc., New York, according to Myron P. Kirk. radio director of the agency.

Before joining NBC, Mr. Mills was in the sales and advertising department for RCA. He served with the Chicago *Herald-Examiner* and New York *Times*, and had been manager of the Philadelphia office of Erwin, Wasey & Co. He will be replaced at NBC by Ned Costello, formerly of NBC Spot Sales.

William G. Schoenhoff, with the Kudner media department since its organization, and space buyer on numerous national accounts, has been named timebuyer and assistant to Mr. Kirk, and Louise Yarbrough, former personal representative for Commander Gene Tunney, and previously of J. Walter Thompson Co., has joined the script division of the radio department.

THE STORIES of newspapers in Eastern New York are being aired in a series of 15-minute broadcasts every Friday night on WGY, General Electric Co. station in Schenectady. The Amsterdam *Evening Recorder*, published bv Gardiner Kline was subject of the first program, on which Arthur T. Robb, editor of *Editor & Publisher*, summed up the stories of all newspapers and their service to their communities and the nation. Smiling with appreciation of the tribute to his paper is Mr. Kline, while Mr. Robb (c) and Robert S. Peare, manager of publicity and radio broadcasting for G-E, also look pleased.

Chester Bowles to Take Office at OPA July 27

CHESTER A. BOWLES will take office July 27 as Senior Deputy Administrator in the Office of Price Administration, with the powers of a general manager, Price Administrator Prentiss M. Brown announced last week. He succeeds Lou R. Maxon, who resigned after issuing a series of charges against the agency [BROADCASTING, July 19].

Mr. Brown paid tribute to Mr. Bowles for his work as head of the Connecticut OPA. His appointment to Washington, he said, "will immeasurably strengthen the administration of OPA throughout the country". He added that Mr. Bowles' experience with the problems of local and regional boards "will be invaluable as we continue the decentralization and simplification of wartime price control and rationing."

Shreddies Extended

NATIONAL BISCUIT Co., New York (Shreddies), on July 19 extended for six weeks its campaign on West Coast stations and currently is using approximately 40 dramatized one-minute transcribed announcements weekly on KFI KPO KQW KOIN KIRO KJR KTAR. Firm in addition is sponsoring thrice-weekly participation in *Chef Milani* on KFWB, Hollywood. Agency is Botsford, Constantine & Gardner, Los Angeles.

Upper Third, Of Course

● Unlike the lady in the illustration, WKBN is far from snooty. *Like* madame, however, we are happily ensconced in the "Upper Third"—in the top three of Ohio's market areas—Cleveland, Cincinnati and Youngstown!

The big Youngstown Market, encompassing one of the nation's largest Steel centers . . . with thousands of men and women sweating to produce the "heavy stuff" for our myriad battlefronts . . . gets complete radio coverage through only *one* Youngstown station—WKBN.

This powerful 5000 watt CBS outlet commands a potent influence-power among *1,599,819 people* in Northeastern Ohio and Northwestern Pennsylvania. A half-billion dollar retail market! A concentrated, rich market! Covered completely—and intensively—with one station—WKBN.

You don't get the complete Youngstown Market unless you get Warren, Ohio (population: 53,000); Sharon, Pa. (population: 26,000); New Castle, Pa. (population: 48,000); and all the smaller cities and towns that comprise Ohio's Third Market. The *ONLY* Youngstown station that gives you these important communities is—WKBN.

CBS
5000 WATTS 570 KC
WKBN
YOUNGSTOWN, OHIO

Represented by: PAUL H. RAYMER CO.

Sales are SOARING in ALBANY, GA.
WGPC
1450 KC CBS
Represented by SPOT SALES Inc

WFIL'S Chief Now Lt. Col. Rosenbaum

To be Attached to Division Of Military Government

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, and a prominent figure in the industry for many years, as a result of his nation-wide labor relations with unions in the radio industry, has been commissioned a lieutenant colonel in the U. S. Army Special Reserve, it was announced on July 19. He will be attached to the Division of Military Government of the Occupied Territories.

Col. Rosenbaum

Mr. Rosenbaum, who will be on leave of absence as vice-president of Albert M. Greenfield & Co., realty firm in Philadelphia, holds both literary and law degrees from the University of Pennsylvania. He studied at the Middle Temple, Inns Court, London, and is the author of several books dealing with the Constitution and rule making power of English courts.

Served in Last War

In 1917, he served as civilian assistant to the judge advocate general in drafting war legislation, including the first draft regulations, the war risk insurance act, and the soldiers' and sailors' civil relief act.

Former chairman of the one-time Independent Radio Network Affiliates from 1938 to 1941, Col. Rosenbaum is vice-president of the Bankers' Security Corp. and of the Bankers' Bond and Mortgage Company. In addition, he is a director of Lit Brothers department store, Girard Life Insurance Company and the Bellevue-Stratford Hotel, all in Philadelphia. He was president of the Robin Hood Dell Concerts through the 1939-41 seasons and is vice-president of the Philadelphia Orchestra Association. His wife, the former Edna Phillips, is first harpist with the Philadelphia Orchestra.

BLAZING NEW SALES IN IDAHO
KSEI
POCATELLO · IDAHO

DRUG CRISIS EASED BY USE OF RADIO

TO MEET an emergency arising from a shortage of raw materials necessary in the manufacture of vital drug products, S. B. Penick Co., New York, has turned to radio, in an unusual use of the medium by the wholesale drug industry.

Firm supplies pharmaceutical manufacturers with crude oils obtained from leaves, berries, herbs, roots and barks found in Tennessee and nearby southern states. Essential war work, higher wages, and easier jobs have attracted to other work a large portion of the 1,000 natives who culled the needed materials in their spare time.

After all other media had failed to recruit the needed workers, S. B. Penick Co. on July 10 started a series of one-minute spot announcements on WSM, Nashville, using two each Saturday on the Opera House program, 10-Midnight, for a period of a month. Commercials appeal to the patriotism of the workers, stressing the vital nature of the product for the armed forces. Agency is Murray Breese Associates, New York.

Frank at Weintraub

YASCHA FRANK, formerly producer of the Coca-Cola *Pause That Refreshes on the Air* program at D'Arcy Adv., New York, is now radio director of William H. Weintraub & Co., New York, succeeding Frank Chase, who has left the agency. Before joining D'Arcy, Mr. Frank was writer-producer-director in the CBS program service department, and was previously national consultant for children's theatre's for the Federal Theatre Project. He has spent 13 years in the motion picture business in Hollywood.

Spots to Latin America

FORHAN Co., New York, is currently using some 30 stations in Latin America to promote its dentifrices. Firm uses spot announcements, news and musical programs. Agency is Gotham Adv., New York.

AGENCY *Appointments*

C. W. JASPERSON Co., Beverly Hills, to Barton A. Stebbins, Los Angeles, for stamp catalog. Said to use radio.

PITTMAN CHEMICAL Co., Birmingham, to Cox Agency, Birmingham, for Kill-Pest insect spray. Said to use radio.

FLASH PRODUCTS Co., New York, to Hill Adv. Inc., New York, for Flash, lemon mixer for liquor and fountain trade and for cookery. Drug trade papers planned, other media not yet set.

CINCINNATI STAMP & COIN Co., Cincinnati, to Julian J. Behr Co., Cincinnati.

GOLDEN BRAND Food Products Co., Philadelphia (Cream Wipt salad dressing) to J. M. Korn Co., Philadelphia.

LEKTROLITE CORP., New York (cigarette lighters), to Hirshon-Garfield, N. Y. Media plans not set.

CHICAGO WHITE SOX (American League) to Malcolm Howard Agency, Chicago.

COMFOOT PRODUCTS Co. (Comfoot Foot Balm) to Malcolm Howard Agency, Chicago.

CONSOLIDATED Hair Goods Co. (Fij-Oil shampoo, cosmetics) to Malcolm Howard Agency, Chicago.

WENR

REACHES
3,403,000
RADIO FAMILIES
in Chicago
and the Midwest
at lower cost
per thousand
than any other
major Chicago station

COST ANALYSIS OF MAJOR CHICAGO STATIONS*

Station	Families	Cost per 1,000	% Increase over WENR
WENR	3,403,000	.03	——
A	2,157,000	.06	100.00
B	2,424,000	.05	66.6
C	3,188,000	.04	33.3

**Based on a 15-minute daytime show, 5 times per week. Source — NBC All-County Survey.*

Ask a Blue Spot Sales representative for complete details!

WENR
50,000 WATTS
A CLEAR CHANNEL STATION
890 KILOCYCLES

Owned and Operated by the Blue Network Company
Represented Nationally by Blue Spot Sales
New York Chicago Hollywood Detroit

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WCAE, Pittsburgh

American Chicle Co., New York (gum), 36 *ta* weekly, 13 weeks, thru Grant Adv., N. Y.

Sal Fayne Corp., Dayton, 6 *sa* weekly, 13 weeks, thru Douglas Hall Co., Dayton.

Purity Bakeries, Chicago (Grennan cakes), 6 *sp* weekly, 13 weeks, thru Campbell-Mithun, Chicago.

McKesson & Robbins, Bridgeport, Conn. (Soretone), 5 *ta* weekly, 18 weeks, thru J. D. Tarcher Co., N. Y.

Studebaker Corp., South Bend, Ind., 3 *ne* weekly, 13 weeks, thru Roche, Williams & Cunnyngham, Chicago.

Groves Lab., St. Louis (cold tablets), 5 *ne* weekly, 26 weeks, thru Donahue & Coe, N. Y.

Biscegelia Bros., Philadelphia (Greystone Wines), 3 *ne* weekly, 52 weeks, thru J. M. Korn & Co., Philadelphia.

Braun Baking Co., Pittsburgh, 6 *sp* weekly, 52 weeks, thru W. E. Long Co., Chicago.

Duquesne Brewing Co., Pittsburgh, 3 *sp* weekly, 26 weeks, thru Walker & Downing, Pittsburgh.

Carter Products, New York (Arrid), 2 *ta* weekly, 52 weeks, thru Small & Seiffer, N. Y.

Joseph Horne Co., Pittsburgh (dept. store), 6 *sp* weekly, 26 weeks, thru Walker & Downing, Pittsburgh.

Frank & Seder Co., Pittsburgh (dept. store), 2 *sp* weekly, indefinite, thru Earl W. Bothwell, Pittsburgh.

Blue Moon Foods, Thorp, Wis. (cheese), 5 *ta* weekly, 13 weeks, thru Reincke-Ellis-Younggreen & Finn, Chicago.

Pillsbury Flour Mills, Minneapolis (flour products), 10 *ta* weekly, 16 weeks, thru McCann-Erickson, Minneapolis.

Ex-Lax Inc., New York, 3 *ta* weekly, 16 weeks, thru Joseph Katz Co., N. Y.

Interstate Labs., Louisville (Vitawine), 10 *sa* weekly, 26 weeks, thru Farson & Huff, Louisville.

W. B. Caldwell Co., Monticello, Ill., 3 *ta* weekly, 26 weeks, thru Sherman & Marquette, Chicago.

Colgate-Palmolive-Peet Co., Jersey City (Palmolive Soap & Supersuds), 15 *ta* weekly, 52 weeks, thru Wm. Esty & Ted Bates, N. Y.

Burma Vita Co., Minneapolis (Burma Shave), 6 *ne* weekly, 26 weeks, thru MacFarland, Aveyard & Co., Chicago.

Rosenbaum's, Pittsburgh (dept. store), 24 *sa* weekly, 52 weeks, thru Elsie Lichtenstul, Pittsburgh.

National Biscuit Co., New York (Shredded Wheat), 7 *ta* weekly, 3 weeks, thru Federal Adv. Agency, N. Y.

Reid-Murdoch Co., Chicago (Monarch Finer Foods), 12 *sa* weekly, 52 weeks, thru Rogers & Smith, Chicago.

Ward Baking Co., New York (Tip Top, Aunt Hannah bread), 17 *sa* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.

B.C. Remedy Co., Durham, N. C., 12 *ta* weekly, 52 weeks, thru Harvey-Massengale Co., Durham.

Paul F. Beich Co., Bloomington, Ill. (candy), 1 *ta* weekly, 13 weeks, thru Arthur Meyerhoff & Co., Chicago.

Bell Telephone Co., Philadelphia, 6 *sa* weekly, 12 weeks, thru Gray & Rogers, Philadelphia.

Foster Millburn Co., Buffalo (Doan pills), 3 *ta* weekly, 52 weeks, thru Spot Broadcasting, N. Y.

Griffin Mfg. Co., New York (shoe polish), 6 *ta* weekly, 52 weeks, thru Bermingham-Castleman & Pierce, N. Y.

Plough Inc., Memphis (Penetro & St. Joseph Aspirin), 21 *ta* & *sa* weekly, 52 weeks, thru Lake Spiro-Shurman, Memphis.

WBTA, Batavia, N. Y.

Cliquot Club Co., Millis, Mass., 3 *sa* daily, thru N. W. Ayer & Son, N. Y.

Montgomery Ward & Co., Chicago, 10 *sa* daily, direct.

WHN, New York

Bank of America, San Francisco (savings), 10 *sa* weekly, 52 weeks, thru Charles R. Stuart, San Francisco.

Western Processed Food Co., Los Angeles (Soup-Reme), 3 *sp* weekly, 13 weeks, direct.

Lumbermen's Mutual Casualty Co., Chicago (insurance), weekly *sa*, 8 weeks thru Leo Burnett Co., Chicago.

Cooper & Cooper, Brooklyn (razor blades), 2 *sa* weekly, 11 weeks, thru Casanave & Pearson, N. Y.

Payne Furnace & Supply Co., Beverly Hills, Cal., (repair service), 26 *sa*, thru Knollin Adv., San Francisco.

Pierce's Proprietaries Inc., Buffalo (proprietary), 6 *ta* weekly, 36 weeks, thru Duane Jones Co., N. Y.

McKesson & Robbins, Bridgeport, Conn. (Yodora, Soretone), 5 *ta* weekly, 16 weeks, thru J. D. Tarcher & Co., N. Y.

KFRC, San Francisco

Bank of America, San Francisco (financial), 12 *sa* weekly, 52 weeks, thru Chas. R. Stuart Adv. Co., San Francisco.

Bell Brook Dairies, San Francisco (dairy products), 1 *sa* weekly, 26 weeks, thru Botsford, Constantine & Gardner, San Francisco.

Standard Brands, New York (food), 10 *ta* weekly, 13 weeks, thru Ted Bates Adv., N. Y.

Cooper & Cooper, New York (blades), 3 *sa* weekly, thru Casanave & Pearson, N. Y.

Acme Breweries, San Francisco, 4 *ta* weekly, thru Brisacher, Davis & Van Norden, San Francisco.

Calo Dog Food Co., Oakland (dog food), 1 *sp* weekly, renewal 52 weeks, thru Frank Wright & Assoc., Oakland.

WOL, Washington

E. Fougera & Co., New York (Medrex), *sa* series, thru J. M. Korn & Co., Phila.

Paramount Pictures Inc., New York, 4 *sp*, thru Buchanan Co., N. Y.

Resinol Chemical Co., Baltimore (Resinol soap and ointment), 3 *sp*. thru Courtland D. Ferguson Inc., Washington.

Nehi Corp., Columbus, Ga. (Royal Crown cola), *sa* series, thru BBDO, N.Y.

WOR, New York

Look Magazine, New York (magazine), 3 *sp* weekly, 52 weeks, thru Son de Regger & Brown Adv. Agency, Des Moines.

R. B. Semler Inc., New York (Kreml hair tonic), 3 *sp* weekly, thru Erwin, Wasey & Co., N. Y.

WLIB, Brooklyn

S. A. Schonbrunn & Co., New York (Savarin coffee), 15 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.

WPTF, Raleigh

Tennessee Coal, Iron & R.R. Co., Birmingham, 13 *ne* weekly, 26 weeks, thru BBDO, N. Y.

Progressive Farmer Ruralist Co. (*Progressive Farmer* magazine), Birmingham, Ala., 3 *t* weekly, 13 weeks, thru Silver & Douce Co., Birmingham.

Griffin Mfg. Co., Brooklyn, 6 *sp* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.

Blosser Co., Atlanta (Dr. Blosser's Medicated Cigarettes), 26 *sa*, thru Atherton & Currier, N. Y.

Ballard & Ballard, Louisville (Obelisk Flour), 4 *sp* weekly, 13 weeks, thru Henri, Hurst & McDonald, Chicago.

Seven Up Bottling Co., Raleigh, N. C., 3 *ta* weekly, 52 weeks, local.

Swift & Co., Chicago (Jewel Shortening), 10 *ta* weekly, 13 weeks, thru J. Walter Thompson Co., Chicago.

Miami Margarine Co., Cincinnati (Nu-Maid), 300 *ta* & *sa*, thru Ralph H. Jones Co., Cincinnati.

Wm. B. Reily & Co., New Orleans (Luzianne Coffee), 373 *sa*, thru Walker Saussy Co., New Orleans.

Yager's Liniment Co., Baltimore, 36 *sa*, thru Harvey Massengale Co., Durham, N. C.

WOV, New York

McFadden Publications, New York (*True Story* Magazine), 4 *t*, thru Raymond Spector Co., N. Y.

National Shoe Stores, New York, 4 *sp*, thru Emil Mogul Co., N. Y.

Atlantic Macaroni Co., Brooklyn, 3120 *sa*, thru Pettinella, N. Y.

Smiling Irishman, Los Angeles (used cars), 60 *ta*, thru Carl Calman, N. Y.

Paramount Pictures, New York, 8 *ta*, thru Buchanan & Co., N. Y.

Emily Smith Hosiery, N. Y. (Wearlon stockings), 12 *sp*, thru Erland Adv., N. Y.

V. La Rosa & Sons, Brooklyn (macaroni), 52 *sp* thru Commercial Radio, N. Y.

Charm Kurl, St. Paul (Permanent Wave Kit), 225 *sp*, thru Guenther-Bradford, Chicago.

United Artists, New York, 8 *sp*, thru Donahue & Coe, N. Y.

KNX, Hollywood

Scudder Food Products, Monterey Park, Cal. (salad dressing), 3 *sa* weekly, 13 weeks, thru Brisacher, Davis & Van Norden, Los Angeles.

Hy-Trous Co. of California, Los Angeles (plant food), 3 *sa* weekly, 13 weeks, thru Brisacher, Davis & Van Norden, Los Angeles.

KFAC, Los Angeles

Douglas Aircraft Corp., Santa Monica, Cal. (employment), 5 *sp* weekly, 13 weeks, thru Essig Co., Los Angeles.

CARTER CO. DENIES FTC ALLEGATIONS

CARTER'S Little Liver Pills is a competent and effective laxative for relief of constipation, Carter Products Co., New York, asserts in an answer to a Federal Trade Commission complaint that the company has made false claims for the preparation [BROADCASTING, June 7]. Street & Finney, New York, advertising agency for the company at the time material for the complaint was collected, filed a joint answer.

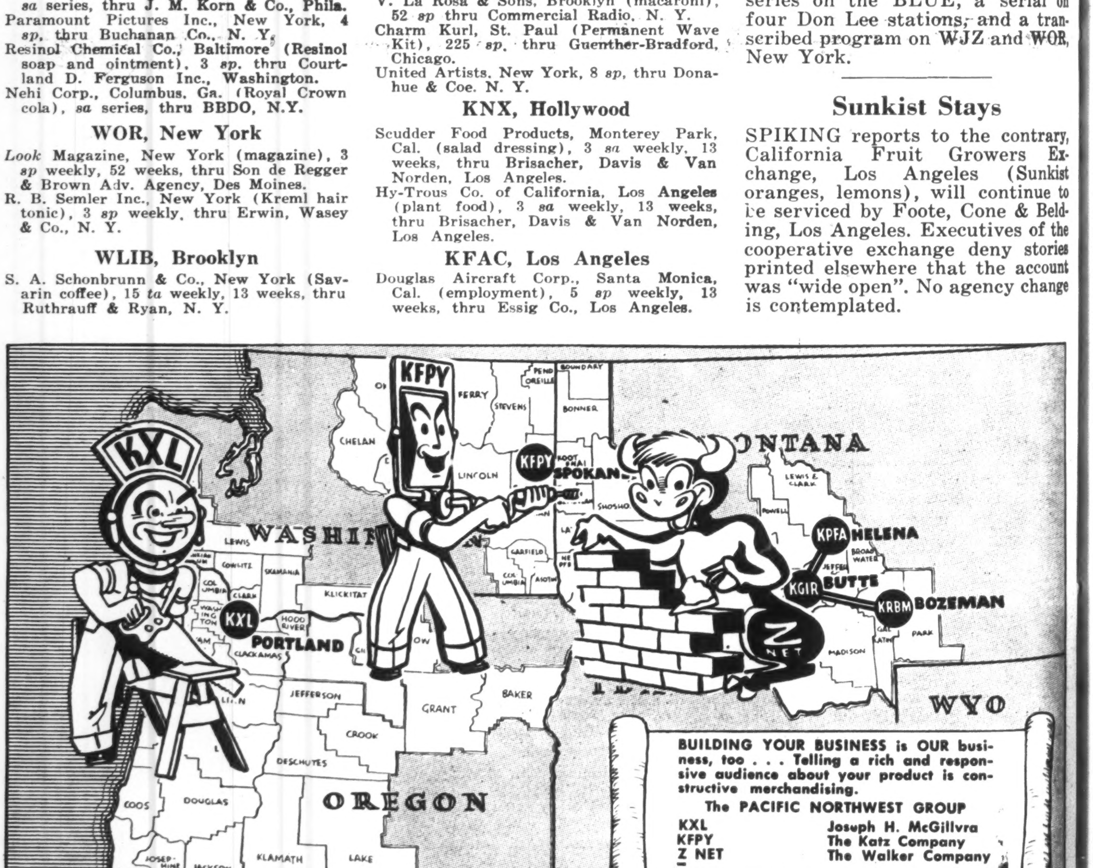
Denying that any of the representations concerning the product are false, or that it disparages the drug calomel and other laxatives, the company denies making any claim for the relief of liver conditions except as they result from constipation, saying the laxative is a competent treatment.

As to the allegation that the advertisements fail to reveal the harmful consequences that may result from use of the preparation when taken by persons suffering from symptoms of appendicitis, the answer asserts that the labeling of the pills and their advertising contain all the cautionary words the FTC has any authority to require. Neither is the use of the word "liver" in the name "Carter's Little Liver Pills" misleading by representing that the laxative has some therapeutic effect on the liver, the answer claims, because the name is a valid trademark, having been used by the firm for over 60 years.

Carter Products is a large user of radio, sponsoring in addition to transcribed announcements on 164 stations throughout the country a series on the BLUE, a serial on four Don Lee stations, and a transcribed program on WJZ and WOR, New York.

Sunkist Stays

SPIKING reports to the contrary, California Fruit Growers Exchange, Los Angeles (Sunkist oranges, lemons), will continue to be serviced by Foote, Cone & Belding, Los Angeles. Executives of the cooperative exchange deny stories printed elsewhere that the account was "wide open". No agency change is contemplated.



BUILDING YOUR BUSINESS is OUR business, too . . . Telling a rich and responsive audience about your product is constructive merchandising.

The PACIFIC NORTHWEST GROUP

KXL — Joseph H. McGillvra
KFPY — The Katz Company
Z NET — The Walker Company

5% discount for 2 markets; 10% discount for all markets.

Radio Advertisers

GOLDEN AGE Corp., Los Angeles (Gold Medal products), on July 19 started for 13 weeks using thrice-weekly announcements on KNX, Hollywood. Firm is also continuing its schedule of four announcements daily on KECA and seven per week on KFI. Agency is Brisacher, Davis & Van Norden, Los Angeles.

WESTERN PROCESSED FOOD Co., Los Angeles, new to radio and placing direct, in a test campaign to promote its new concentrated Soupreme, is sponsoring thrice-weekly participation in *Norma Young's Happy Homes* on KHJ, Hollywood. Contract is for 13 weeks.

WESTERN STOVE Co., Culver City, Cal. (institutional), has started sponsoring thrice-weekly the quarter-hour *Mystery Chef* on KGO, San Francisco. Contract is for 13 weeks, started July 19. Firm also sponsors that program five times per week on KECA, Los Angeles, and uses nightly announcements on KHJ, Hollywood. Mays & Bennett Adv., Los Angeles, has the account.

WALTER M. LOWNEY Co., Montreal (chocolates) on Aug. 30 starts second series of *Men In Scarlet*, 51 quarter-hour transcribed episodes on the Royal Canadian Mounted Police thrice-weekly on 17 Canadian stations. Account was placed by Harry E. Foster Agencies, Toronto.

JOHN STUART SALES Co., Toronto (distributor for Smith Bros. cough drops) in mid-November starts one-minute transcribed announcements on 15 Canadian stations. Account is placed by Harry E. Foster Agencies, Toronto.

IMPERIAL TOBACCO Ltd., Montreal (Ogden's fine cut) about Aug. 15 starts half-hour transcribed mystery program weekly on a number of Canadian stations. Account was placed by Whitehall Broadcasting Ltd., Montreal.

WILL SALES, Louisville, Ky. (diamond store), is sponsoring *Six O'Clock News* on WINN, Louisville. Contract is for 39 weeks.

ROBERT E. SCHWARTZ, general manager of the Wildroot Co., Buffalo, which uses sports and news programs in selected markets, has been elected vice-president of the company.

CHARLES GURD & Co., Montreal (soft drinks) has started five-weekly announcements on Montreal stations. Account was placed by Stevenson & Scott, Montreal.

Ex-Lax Is Cited by FTC For Advertising Claims

EX-LAX Inc., Brooklyn, and its agency. Joseph Katz Co., Baltimore, Robert Salazar, trading as Los Angeles Pharmacal Co. and Hidalgo Pharmacy, Los Angeles, are charged by the Federal Trade Commission with failing to reveal in advertising the allegedly harmful consequences from use of laxatives by persons having symptoms of appendicitis, and with making certain misleading claims for the preparations.

The Ex-Lax complaint asserts that the laxative is not a cure or remedy for constipation and does not remove its cause, as allegedly claimed in the company's advertising.

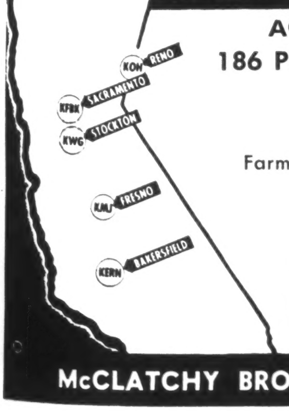
Cited in the complaint against the Los Angeles Parmacal Co. are Pulmatol, Femovita and Renatone Pills, sometimes known as Runatone and Stomavita. These preparations are irritant laxatives, asserts the complaint, and are not competent treatments for the conditions claimed in advertisements.

CONSOLIDATED Merchants, San Francisco, cooperative organization maintained by merchants and defense industry plants, on July 12 started for 52 weeks a five-weekly quarter-hour program, *Help Wanted*, on KYA. Current participants include Owl Drug Co.; Southern Pacific Railroad; White House (department store); Moore Drydock Co. (ship builders); Borden's Dairy Delivery Co.; Union Oil Co. Agency is Charles N. Stahl Adv., San Francisco.

FREDERICK H. SPEARE Productions, Hollywood (dramatic school), is sponsoring a weekly quarter-hour dramatic program featuring students of that unit on KFWB. Contract is for 52 weeks, started July 18. Agency is Lockwood-Shackelford Adv., Los Angeles.

JOHN F. JELKE Co., Chicago, announced last week the appointment of J. Edward Coombes as advertising manager. Mr. Coombes will also be in charge of sales promotion and market research for the company's products, Good Luck Margarine, Shortening, and Salad Dressing.

TO ILLUSTRATE its war activities, Procter & Gamble Co., Cincinnati, leading user of radio advertising, has issued a booklet, "Vital for Victory". Booklet tells how the company used mass production skills for quantity shell-loading, did laboratory research on synthetic rubber, produces glycerine and edible fats for the Army and uses soap industrially for processing leather, fabrics and metal.



CALIFORNIA COVERAGE

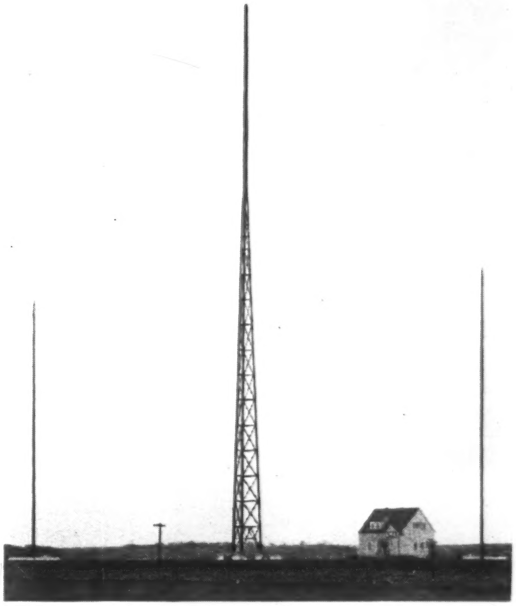
AGRICULTURE INCOME UP
186 PERCENT SINCE LAST CENSUS
FRESNO COUNTY
3RD
Farm Income County in the United States

KMJ

Covers this rich Central California area with 8 out of the top 100 farm income counties in the United States in the KMJ primary area.

See Raymer

McCLATCHY BROADCASTING COMPANY



Bluer than Ever
—But Happier!

KMA, Shenandoah, Iowa, now operates on 5,000 watts—*night* as well as day. With its enviable frequency of 960 kilocycles and its license to operate on unlimited time, KMA is now more than ever one of the choicest regionals on the entire Blue Network.

And speaking of networks, the station is BLUER than ever—for clients on the Blue know a *good* buy when they see one. Ford, Coca-Cola, General Mills, Miles Laboratories, Swift, Kellogg, Bristol-Myers, Andrew Jergens, Carter Products, Serutan, Williamson Candy . . . in fact, almost any Blue client you can mention is a KMA client.

The reasons are obvious: KMA is the No. 1 Farm Station in America's No. 1 Farm Market. KMA is the *only* full-time Blue outlet serving the *Omaha-Council Bluffs market.* The KMA per-thousand-radio-homes cost is only 6 cents per daytime half-hour—and though its nighttime power is now up 5 times, there is no increase in rates!

You can't get our latest Market Data brochure right *now;* it's not off the press yet. But you can get one *soon*—if you write. In the meantime, call the Blue Network—or Free & Peters—or drop us a line. You'll be as enthusiastic as we are!

KMA
BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND
SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

Amendments to Rules Of Foreign Agents Act

RULES and regulations of the Foreign Agents Registration Act have been amended to eliminate any implication that foreign news and radio reporters in this country are not regarded as actual correspondents, according to Attorney General Biddle.

The requirements of the act are not greatly affected although the wording has been changed and just as under the previous rules, correspondents who are directed by or perform any services for any foreign government or political party must comply with the act.

Even though the correspondent, according to Biddle's statements, is serving a foreign publication, radio, or news service which is owned, directed, or subsidized by a foreign government or political party while at the very same time he may be writing for publication in the United States, he must notify the Justice Department under the act.

Newspaper Promotion Men Start Fight To Head Off Radio Retail Competition

QUESTIONNAIRE devoted entirely to the competition radio stations are giving newspapers in the retail advertising field has been sent out by the Retail Promotion Committee of the Newspaper Advertising Executives Assn. to all NAEA members. Committee, headed by H. H. MacLean, manager of the retail stores division of Scripps-Howard Newspapers, was organized at the NAEA convention last month [BROADCASTING, June 14], presumably in an attempt to forestall any diversion of retail advertising from newspapers to radio which may occur as a result of the radio presentation prepared by the NAB Retail Promotion Committee which will be shown to retailers this fall [BROADCASTING, July 19].

The following questions are included in the questionnaire:

1. How many radio stations operate in your city? Please list each station's call letter and wattage and network.

2. How many retail stores in your town are using radio advertising at the present time? List each account by type of store and indicate the amount of time each uses weekly. List department stores, chain general merchandise stores such as Sears, Wards, and large specialty stores such as grocery, drug, furniture, apparel, etc. Do not list "spot" users — only large accounts. Give store, time used weekly, approximate cost, and does store own interest in station?

3. How many department stores have used radio but have discontinued its use? (Please name store and give the reason why they stopped.)

4. How do department stores who are now using radio charge this form of advertising expenditure? Against general store fund or against specific department. If both, please explain.

5. Please outline any specific cases where department stores have had success stories on radio promotions. Could these promotions have been more successful in newspapers?

It is interesting to note that of the 12 members of the NAEA retail committee, which Mr. MacLean says will study the entire retail advertising picture of which radio is only one phase, seven are employed by newspapers with radio affiliations. Members are as follows: H. H. MacLean, Scripps-Howard Newspapers (Scripps-Howard Stations), chairman; Charles H. Conland, *Hartford* (Conn.) *Courant*; Robert K. Drew, *Milwaukee Journal* (WTMJ); J. Frank Duffy, Gannett Newspapers (Gannett Newspaper Stations); H. F. Failing, *Portland Oregon Journal* (KALE-KOIN); J. T. Griscom, *Nashville Banner* and *Tennessean*; Samuel G. Howard, *Minneapolis Star-Journal* and *Tribune*; C. E. McKittrick, *Chicago Tribune* (WGN); Victor Merson, *Canton* (O.) *Repository* (WHBC); William H. Moore, *Detroit News* (WWJ); F. G. Pearce, *Altoona* (Pa.) *Mirror*; Walter Pfaffenberger, *Los Angeles Times*.

Brechner to Service

JOE BRECHNER, assistant to the executive, Radio Branch, Bureau of Public Relations, War Dept., will leave July 31 for Camp Lee, Va., for active duty. He has been with the BPR since April, 1941. Brechner wrote some of the first programs produced by the radio branch, including *The Victory Hour*. More recently, he has been advising stations on security and other matters in connection with Army programs. Brechner's duties will be temporarily handled by the staff, it was announced. Prior to joining the Bureau, Brechner was with the Army Recruiting Service where he wrote the first transcriptions used for recruiting during the Army expansion of 1940 and early 1941. He was previously with the Howard Martin Agency in Washington, as a freelance writer; he collaborated in the writing of *Have You Heard?* an Office of Education program; and has done general radio writing for NBC Washington.

JACK KAMSLER, formerly of WJJD, Chicago, has taken over new duties as salesman of Joseph Hershey McGillvra, Chicago, radio representative.

WTAR

The Management of WTAR Radio Corporation Takes Pleasure in Announcing Results of the Semi-Annual Audit of Listening in the Norfolk, Portsmouth, Newport News, Virginia area made at the request of Stations WTAR, WRVA, and WGH by C. E. Hooper, Inc.

	8 A.M. to 12 N.	12 N. to 6 P.M.	6 P.M. to 10:30 P.M.
STATION WTAR	57.5%	62.7%	69.0%
STATION B	18.4%	17.8%	14.9%
STATION C	16.1%	16.2%	12.0%
STATION D	1.9%	0.5%	1.8%
OTHERS	6.1%	2.8%	2.3%

(*Stations will be identified upon request*)

RADIO STATION WTAR
NORFOLK, VIRGINIA
5,000 Watts NBC Network
National Representatives: Edward Petry & Co.

AP

WSNY, Schenectady, N.Y.

. . . our entire news staff joins me in congratulating you on the splendid job you are doing.

George R. Nelson,
General Manager

available through
PRESS ASSOCIATION, INC
50 Rockefeller Plaza
New York, N. Y.

HAND-IN-GLOVE news coverage is represented by this trio under a recent local radio-newspaper tie-up of KFI-KECA, Los Angeles, and Daily News of that city. Interviewing Sgt. Arthur Gallentine USMC (center), Marine hero of South Pacific naval battles, are Manchester Boddy (left), publisher of *Daily News*, and William B. Ryan (right), general manager of the stations. New policy includes two-way cooperation on newspaper features and scheduled radio programs.

Wismer for Redskins

HARRY WISMER will handle broadcasts of the Redskins' Professional League football games on WMAL, Washington, this fall according to Kenneth Berkeley, manager of WMAL. Wismer played football in college until an injury forced him to retire from active playing. As sportscaster for the college radio station at Michigan State he got his first radio training, later going to WJR, Detroit. He transferred to WXYZ, Detroit, and last year joined BLUE network to handle its football broadcasts.

Mr. Wismer

Sheffield Quiz

SHEFFIELD FARMS Co., New York, will promote its dairy products on a half-hour weekly quiz program on WOR, New York, starting Wednesday, Aug. 11 and has also signed for three quarter-hour spots per week on *The Missus Goes A-Shopping* on WABC New York. WOR program centers around the identification of well-known voices and is titled *Guess Who*. Agency is N. W. Ayer & Sons, New York.

THE FACTS:

Special programs for the armed forces, A.P. News, modern equipment are a few of the reasons why we are "First on All Puerto Rico Dials."

WIAC

SAN JUAN • PUERTO RICO

KMTR Is Renewed Without Hearing

Stock Ownership Question Settled by Court Ruling

REVERSING its July 19 order for a hearing on the application of KMTR, Los Angeles, for license renewal, the FCC on July 20 granted the station's petition for reconsideration and renewal of its license. The hearing, which had been scheduled for July 28, involved a question of ownership and management which was an issue last September when the renewal was set for hearing [BROADCASTING, Sept. 28, 1942].

The proceedings were continued at the request of the applicant until litigation involving ownership of 500 shares of its stock could be settled in a California court. This action arose when in 1942 Gloria Dalton, widow of Victor E. Dalton, former owner and president of KMTR, who died in December, 1941, sued the present owners, Reed E. Callister and K. L. Banning, for 50% of the stock, or 500 shares. Her petition to the court asserted that the 1000 shares (all capital stock) purchased by Mr. Dalton in 1932 and sold without her knowledge to Callister and Banning in 1933 was community property. Under California law she is entitled to half of all such property.

Court Ruling

The court, according to KMTR's petition of July 20, has upheld Mrs. Dalton's claim to 50% of the stock, and ruled that her share is held in trust by Callister and Banning until an adjustment is made.

Following sale of the station, Mr. Dalton continued active in its management as president and director until his death in 1941, which raised a question concerning the actual transfer of control in addition to the question concerning programming and overall operation. The applicant has shown the Commission changes in management and policy which began in the middle of last year and it would thus appear that the Commission is satisfied with the present status of operation.

No evidence was found to indicate that Callister and Banning were parties to a fraud, according to the Commission, they evidently having made the deal with Dalton in good faith.

Eagle Oil Back

EAGLE OIL & REFINING Co., Los Angeles (Golden Eagle gas), out of radio for approximately two years, on Aug. 17 starts sponsoring a weekly quarter-hour program, *Headline Builders*, on KNX, Hollywood. Contract is for 52 weeks. Dramatizing biographies of people in the news, the series will feature Gayne Whitman as narrator. Ted Bliss will produce. Scholts Adv. Service, Los Angeles, has the account.

WHAT EVERY RADIO ADVERTISER SHOULD KNOW!

THE BIGGEST MARKET
IN TENNESSEE
IS COVERED
BY STATION
WMC!

ACCORDING to the 1940 census figures, the state of Tennessee has a population of 2,915,841. Radio Station WMC, with 5,000 watts power day and night, has a day time coverage of an audience of 3,092,108 people . . . more than the total population of the state of Tennessee.

No wonder advertisers are singing a sales song to wit: "The Biggest Market in Tennessee is covered by Station WMC."

5,000 WATTS DAY AND NIGHT

WMC

MEMPHIS. TENN.

Member of
SOUTH CENTRAL
QUALITY NETWORK
WMC—Memphis
WJDX—Jackson, Miss.
KARK—Little Rock
WSMB—New Orleans
KWKH-KTBS—Shreveport

REPRESENTED NATIONALLY BY
THE BRANHAM COMPANY

OWNED AND OPERATED BY
THE COMMERCIAL APPEAL

"Plug" Kendrick says:

RESULTS BRING RENEWALS

Louisville Chemical Company started WINNvertising in February 1941. They're still with us!

SPOT SALES, INC.
National Representatives

WINN LOUISVILLE
with
WINN
Your
BLUE NETWORK STATION *in*
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Technical Plan Group To Meet in Mid-August

A GENERAL meeting of all groups interested in participating in a radio technical planning association will probably be held in mid-August, according to Haraden Pratt, chairman of a special committee of the Institute of Radio Engineers set up to assist in the formation of an industry-wide association to prepare for the application of the new war-born radio techniques to peacetime operations.

His committee and a similar one of the Radio Manufacturers Assn. have reached a general agreement on the overall plans for the new organization, Mr. Pratt said last week, and will get together early in August to approve the written expression of these plans, insuring against any future misunderstandings. Following this final committee meeting, which Mr. Pratt said had been postponed several times because of vacation season difficulties in assembling the full committees, a general meeting of all industry groups will be called.

KYW Staff Changes

STAFF CHANGES at KYW, Philadelphia, were announced this week. Gary Linn, general supervisor and traffic manager, was inducted into the Navy. Harry Bates, station auditor, will look after the general service department while Hal Coulter, sales promotion manager, will handle traffic. Eliot Jeffords was named assistant in the sales promotion department succeeding Bob Hare, who left to join the Army. Harry Koepple was appointed relief maintenance engineer. Blanche Robinson, formerly of Fleetwings Inc., joined the sales promotion staff. Peter Roberts was appointed commercial announcer on the Keystone Automobile Club's *Musical Milestones* program, replacing Gary Linn.

FCC Military Activity Probed

(Continued from page 32)

ask the Army to let us keep our own civil activities and let us do work for such other Government agencies as require it."

The Commissioner added that he believed it would be far better for the Commission "to stay home" and keep out of the foreign military theatres. All these field activities should be transferred to the armed forces, where they would work best, he said. He added he did not think the FCC should operate any stations abroad.

As Mr. Garey read the 1938 memorandum, he interposed questions on the more provocative recommendations. Where Commissioner Craven urged that there be "no outside pressure" considered in reaching Commission decisions and that only matters on the record be taken into account, Mr. Garey observed that was a laudable principle but one not adhered to. Commissioner Craven commented that so-called outside pressures merely became pressures because they are "acceded to." He said he personally had no objection to members of Congress calling him to ascertain the status of cases or to express their views. But he added he had never encountered an instance where members of Congress were critical because the Commission had rejected matters in which they were interested. In effect, he said, he had never received anything that he might characterize as "pressure" from outside sources.

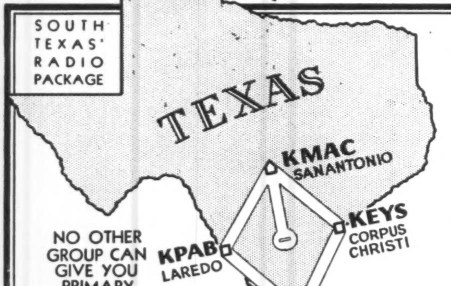
Mr. Garey preferred to allude to these pressures as "political domination". He said that everybody knew there was "ex-parte evidence" and that there was no reason why Commissioner Craven shouldn't admit it. Commissioner Craven explained that he had opposed the abolition of the examining system by the FCC in 1938 because it permitted attorneys to act both as judges and prosecutors. That condition obtains today, he said. The Commissioner expressed "highest confidence" in the engineering department and had recommended and still recommends that the law department be subjected to the same qualifications as the engineering department. He urged Civil Service wherever possible.

Alluding to the replacement of Hampson Gary, general counsel of the FCC in 1938, Commissioner Craven said he thought that was "outrageously wrong" and described him as one of the "most capable and loyal servants the Government ever had."

Upon resuming the stand at a brief afternoon session, Commissioner Craven told the Committee he desired to correct an impression left by his previous testimony. This dealt with his 1938 memorandum on FCC reorganization and the proposed resolutions attached to it, with particular reference to the FCC's engineering department. He said he did not want to leave the view that he felt the FCC's engineering department had been "amenable to influence". He declared that he had never known the engineering department to "yield" to outside influences.

Com. Craven also alluded to previous testimony he had given regarding the London office of FBIS, which he said he understood had only eight employes. During the luncheon intermission, he said, the Commission records showed that a staff of 43 had been authorized. He declared that at the time he testified he had not recalled this Commission action.

The entire afternoon session, running for little more than an hour, was given over to a discussion of the FCC's work and to a quasi-technical explanation of the useful radio spectrum by Commissioner Craven. The witness said that he expected the day would



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NO OTHER GROUP CAN GIVE YOU PRIMARY COVERAGE OF THE RICH SOUTH TEXAS MARKET

If you want your game played by the home team in South Texas—this is it! Four stations in South Texas' Radio Package that are in there pitching for you all the time; each batting for you and your products in its own local area; all teaming up to run up your score throughout the whole rich South Texas market. Find out more about this great team, and how it'll play ball for you!

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HOWARD W. DAVIS
NATIONAL BANK OF COMMERCE BLDG., SAN ANTONIO, TEXAS

WDRC
CONNECTICUT'S PIONEER BROADCASTER

987,600

That's the population in WDRC's Primary Area — Connecticut's Major Market! For this big audience, WDRC is the buy—with one low uniform rate for all advertisers — national, regional, local. WDRC, Hartford, Basic CBS for Connecticut.

CBS

come when there will be no "overhead wires" and everything will be by radio. He said this may sound visionary but is possible.

Alluding to the tremendous strides made by radio since the war, Com. Craven declared that this newly developed portion of the spectrum may bring about a different regulatory philosophy because an almost unlimited number of channels will be available. He said it might not be necessary to regulate rigidly private enterprise in these fields because of free competition. With these additional facilities, he said, freedom of speech might not be imperiled. He said the country could look for a "new era in radio after the war".

Commissioner Craven expressed the opinion that changes in the law are necessary to accommodate these new operations which will result from wartime development. Whether it will be necessary to have the same sort of regulation that obtains now, he said, is something that can only be known after the war is over.

Craven Agrees On Transfer of Functions

Resuming the stand for the third successive day, Commissioner Craven was interrogated further regarding FBIS and RID activities. Threaded throughout the examination was the effort by Counsel Garey to establish his contention that Chairman Fly "dominates" the FCC and that he, without the advice, consent or authority of the balance of the Commission membership, established, nurtured and developed FBIS and RID into "so-called alleged war agencies."

Commissioner Craven did not go along with the committee counsel on these contentions, qualifying his observations, as he had the preceding day, with the comment that Mr. Fly is a "strong" man and that the fault lay with members of the FCC in permitting him to operate more or less independently.

As for FBIS, Mr. Craven finally suggested that its functions might readily be transferred to OWI, conditioned upon provision being made to supply those civil agencies of the Government which had need for the service. As to RID, he said he was inclined to go along with the recommendations of the Joint Chiefs of Staff that the military intelligence functions be transferred to the Army but that the FCC should retain its civil "policing" functions, ferreting out illicit broadcasting stations and checking the technical operations of other stations.

Denny Blocked On Introduction of Release

The session was highlighted by several attempts of Commission Counsel Denny to interrupt the proceedings and to challenge the testimony holding that FBIS is "useless" or that RID service is not desired by the military services. He sought to place in the record letters supporting these contentions but was blocked by Chairman Cox.

The first incident arose when Chairman Cox, in referring to a press release issued by Dr. Leigh, FBIS director, claiming that General Eisenhower had requested the FCC to establish a North African monitoring unit, had commented that the FCC is releasing information supporting its own case but at the same time is withholding information requested by the Committee. Mr. Denny interrupted, contending this was not so. He asked that Dr. Leigh's release be placed in the record and agreed to have certain confidential letters, referred to previously, "declassified" as far as the FCC is concerned, if Undersecretary Patterson would remove the "confidential" restriction on a letter he had written Chairman Fly. All these dealt with the North African situation.

Chairman Cox had charged that the Commission was releasing information that substantiated its claims, but that it was "withholding and covering up by designating as confidential anything that shows Army dissatisfaction with your services." Mr. Denny entered another vehement denial and sought to have Dr. Leigh's release placed in the record. Chairman Cox said the Commitee would hear testimony from Dr. Leigh and others in due course and denied the request.

Carrying on in much the same vein as the preceding day, Commissioner Craven said he did not want to be placed in the position of criticizing his fellow commissioners. He said it had developed as a matter of custom more than anything else for the chairman to act without prior consultation with the full Commission. When Mr. Garey pressed him on whether this was not unlawful, Rep. Hart interjected that it was apparent whatever Mr. Fly did had been done with acquiescence of the Commission. Commissioner Craven nodded approval and asserted that he had long given up being a chronic dissenter on all these matters.

When Counsel Garey asked if the difficulty was not "lack of legal right but lack of integrity and character on the part of Commission members to insist on their rights," Commissioner Craven asked to be excused from answering the question on the ground that

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28
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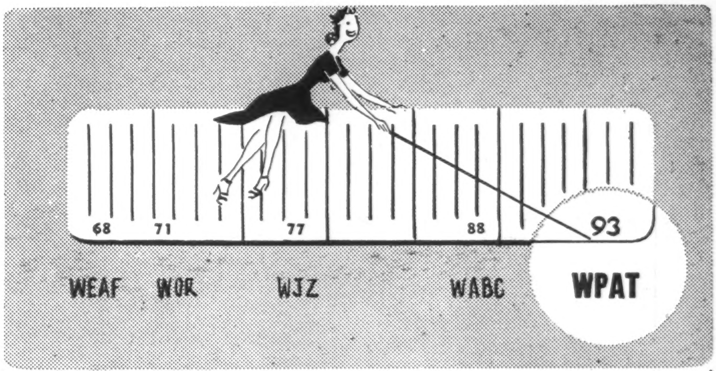

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Radio's "Personality Voice" has two big shows Monday thru Saturday.

DIAL 93 CLUB, 11 a.m. to 12 Noon.
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Mistress of Ceremonies, Helen Leighton, the "Voice that Launched a Thousand Products" chit-chats about this and that of interest to women from 10:30 to 11 a.m. Monday through Friday.

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Straight from the wires of the United Press, on the hour and half-hour for five minutes, seven days a week.

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Uninterrupted periods of semi-classical music with a large saleable listening audience. Daily from 1:05 to 1:30 p.m. and Sundays from 1 to 2 p.m.

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2,000,000 or 15.4% of the population of Greater New York listen to **YIDDISH** radio programs

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Winner of PEABODY CITATION for Public Service to Foreign Language Groups.

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We all are in it
BUY WAR BONDS!

it was embarrassing. Rep. Hart interjected with the observation that this was an improper line of questioning and that the Commissioners themselves could best attest to their character. He observed that Commissioner Craven was qualified as an "outstanding radio engineer" and not an "expert on human character."

"If you want to relieve witnesses from embarrassment, you might as well terminate the hearings right now, because they are going to be embarrassed," Mr. Garey rejoined.

Denny Tries Again, With Letters on FBIS

At another point Mr. Denny sought to place in the record a series of 20 letters from various Government agencies attesting to the value of FBIS. The data was not admitted, however. Following the adjournment of the hearing, however, copies of the letters, along with a letter from Brig. Gen. E. S. Greenbaum, executive officer in Undersecretary Patterson's office, were released in the Commission's behalf by Nathan David, assistant general counsel. Mr. David also conducted what amounted to an impromptu press conference in the committee room in essaying to answer questions of reporters regarding the "Gestapo" phase of the hearings to be held in New York.

The letters given out by the FCC included photostats of communications from Nelson A. Rockefeller, Coordinator of Inter-American Affairs (March 5, 1942); Maj. Gen. George V. Strong, chief of Military Intelligence (Dec. 21, 1942); Capt. S. N. Moore, administrative officer of Naval Intelligence (March 6, 1942); Brig. Gen. Raymond E. Lee, acting assistant chief of staff of Military Intelligence (Dec. 26, 1941); Carl K. Fink, Bureau of Naval Personnel, who wrote by direction of Rear Admiral Randell Jacobs (July 9, 1943); Assistant Secretary of State Breckenridge Long, a member of BWC (Sept. 10, 1941); William L. Langer, director, Branch of Research and Analysis, Office of Strategic Services (Nov. 16, 1942); Milo Perkins, former executive director of BEW. (Aug. 5, 1942); Rear Admiral R. K. Turner, director of War Plans Division, Navy Dept. (Sept. 2, 1941); Rear Admiral Leigh Noyes, former director of Naval Communications (Aug. 6, 1941): and J. Edgar Hoover, director, FBI (Dec. 5, 1942).

These communications dealt with various aspects of FBIS and RID, some of them seeking information and others commending the service. It was understood a number of letters were used in connection with FCC appropriation hearings.

Also released by the FCC, after Mr. Denny had failed to receive permission to place it in the record, was a letter dated July 10 signed by Gen. Greenbaum, executive officer to Undersecretary Patterson. Addressed to Chairman Fly, the letter dealt with the War Department resume of the testimony of Rear Admiral S. C. Hooper to Cox committee counsel in executive hearing, which was read into the formal hearing record by Mr. Garey early in the proceedings. The letter stated that the "paper" consisted "merely of notes made in May by an Army officer to whom the Navy had loaned a copy of Admiral Hooper's testimony." It added that the notes "do not express the view of the War Department, but merely this officer's own comment. They were not furnished by any officer in the Army or anyone in the War Department."

Denny Offers to 'Declassify' Letters

The letter stated that it would confirm the statement made by Gen. Greenbaum to Mr. Fly on the telephone, at the direction of Mr. Patterson. It was dated July 10.

On the same date the Navy Department had released a "memorandum to the press" dealing with the memorandum of Admiral Hooper to the Secretary of the Navy placed in the record by Mr. Garey [BROADCASTING, July 19]. This release stated that the memorandum dated May 14, 1942 quoted by Mr. Garey "was not an official statement by the Navy Department and expresses the personal views of Admiral Hooper."

Shortly after Commissioner Craven took the stand Thursday, Chairman Cox first alluded to the press release issued the preceding day by Dr. Leigh and pointed out that since apparently the Commission had "declassified" the confidential letters on which the Commission previously had reserved judgment, he felt it was now proper for the Committee to reverse its view and admit the letters in question. The doctor's action, he said, relieves the Committee of the "duty and responsibility of secrecy" in connection with the letters.

Mr. Denny, in his first effort to gain recognition, emphatically denied an observation by Mr. Garey that the Commission had not supplied the Committee with all of the data requested or that it had "stripped" its files.

In connection with the exchange of letters betwen Chairman Fly and Undersecretary Patterson, Mr. Garey contended that the first letter—from Mr. Fly to Secretary Stimson—had been marked "confidential" by Mr. Fly. Consequently Mr. Patterson's reply was "confidential."

It was at this point that Mr. Denny offered to remove the confidential restriction from Mr. Fly's letters if Secretary Patterson would do the same. He said he would seek to have Secretary Patterson remove the confidential restriction.

Commissioner Craven was pressed by Mr. Garey on matters pertaining to FBIS and more particularly its North African operations. He protested he was not competent to testify on those matters with accuracy because he had not studied them. The Commissioner did not agree that FBIS was simply a "messenger boy" function, particularly insofar as the London activities were concerned. He said he could not attach much value to it personally, but he believed that others did. He knew, he added, that the Army and Navy preferred the "raw" material rather than the FBIS analyses.

Asked about the selection of Dr. Leigh as head of FBIS, Commissioner Craven said he had been highly recommended by Commissioner Wakefield. He said he did not know that Bennington College, in Vermont, where Dr. Leigh had taught, was regarded as a "radical college."

Asked if he knew any reason why FBIS should be continued, Commissioner Craven said he felt that the service probably could be transferred to OWI, provided the latter agency was equipped to supply the necessary service to other Government agencies. He has always felt, he said, that regulatory bodies should be divorced from outside

Lives at Job

HAROLD CLARK, continuity writer for WGL, Fort Wayne, really eats and sleeps at his work. He handles all of the accounts in the 1200 block of South Calhoun St., calling on sponsors and picking up copy. Now Clark has moved into an apartment on the same block.

Not Blue Sky---

BUT . . .

COVERAGE
PROGRAMMING
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. . . Keep WHCU the leader in twelve rich central New York counties!

870 KC WHCU CBS
ITHACA, N. Y.

operating activity, though he did not feel the Commission should be criticized for going into these services in time of national emergency.

Cox Raises Question Of Officers' Testimony

When Mr. Denny sought to place in the record the score of letters dealing with FBIS, Chairman Cox instructed him to supply the names to Mr. Garey and the Committee would ask the writers to appear to testify "under oath." This raised an anomalous situation, since officers of the Army and Navy, by specific instruction of the heads of their departments, have not been permitted to testify before the Committee. Rep. Hart raised the question whether the Committee would be able to hear them, in the light of these instructions.

Passing to RID, Commissioner Craven said the FCC's monitoring services had nine primary monitoring stations before it set up its national defense program, as against approximately 100 now. He acquiesced in Mr. Garey's view that this service was developed "in competition with the armed forces" insofar as critical materials and highly skilled manpower is concerned. He added that radio men trained in direction finding are "scarce."

Asserting that RID could not be regarded as an intelligence service in the true military sense, Commissioner Craven said that secrecy is one of the most important factors in such intelligence. He did not feel, however, that too much publicity had been given to RID activities, but when Mr. Garey commented that Chairman Fly had told the Costello committee on draft deferments in public hearings about RID's activities in "locating enemy forces," the witness said he wanted to "take it back" and that he thought a mistake had been made if such information had been imparted in public hearings.

If the armed forces desire that the FCC should discontinue RID, insofar as its military functions are concerned, Commissioner Craven said he felt that should be done. But the monitoring operations in the United States should be maintained, he said.

Chairman Cox then recessed the proceedings in Washington until Aug. 9. He announced the appointment of Reps. Hart and Wigglesworth as a subcommittee, to hold hearings in New York in connection with foreign language activities of the FCC.

Ziv Disc Series Expands

THE *War Correspondent*, disc series produced by Frederic W. Ziv Inc., has been acquired by KGKO WOAI KPRC WKRC KGW WKPT WFBM WKY WKBB WTMA WFBR WROL WDOD WEEI WRC WGAR WXYZ KSD KRNT WSB WPTF KSTP WIOD KOIL WOR bringing total to more than 70 stations. *Eye Witness News* is now on more than 150 stations; most recent additions are KXYZ KFDM WCOV WJHL KIRO WIBX. *Korn Kobber* has been added on WGAU WCBC KOMO WSAY WROL KROS KLZ WJHL.

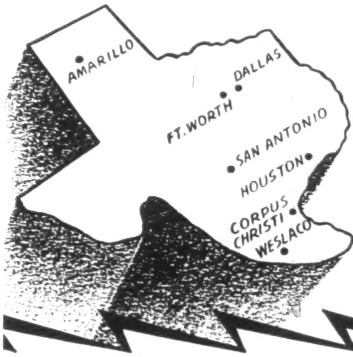
Wipe YOUR RECORDING TROUBLES AWAY

REACH *BIG TEXAS*
EASILY AND EFFECTIVELY!

For every problem there is a solution — at least, we think so. Specifically, we are thinking of the difficulty you may be having with recordings, and we want to offer this friendly suggestion:

Texans like programs designed for Texans. We have plenty of proof of this. So why not let us help you build a live talent show . . . designed to appeal to Texans . . . and then watch it get results over the LONE STAR CHAIN!

For rates and further information, write Ken L. Sibson, Tower Petroleum Building, Dallas, Texas.



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HOW TO HAVE MRS. BROWN SAMPLE YOUR SOUFFLES....

Mrs. Brown and 25,000 other Alabama housewives visit the WAPI Model Kitchen annually. They taste with confidence, grin with pleasure and hurry away to buy.

From WAPI's Model Kitchen, complete with practically every modern kitchen appliance, WAPI home economists broadcast for a half-hour daily, discussing sponsors' products; using the products to prepare complete meals, which are then sampled by the studio audience.

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Food advertisers will find an opportunity in the low cost, high result WAPI Model Kitchen. Ask us or Radio Sales for details.

WAPI BIRMINGHAM
COLUMBIA NETWORK
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FCC Releases Deny Charges, Reveal Praise of FBIS Work

IN ONE batch the FCC last Friday, following the recess of the House Committee investigation into the Commission for a fortnight, made public five separate press releases dealing with the inquiry and designed to answer Committee charges.

In addition, FCC Chairman James Lawrence Fly, slated as the key witness in the inquiry, held a press conference at which he discussed freely the aspects of the inquiry and criticized the manner in which it has been conducted from the start. He did not, however, join in any controversy over the testimony of Commissioner T. A. M. Craven who was on the stand for three days.

In a letter to members of the five man Committee, Commissioner Fly alluded to a statement made by Chairman Cox that when Mr. Fly appeared before the Committee on July 9, "he refused to talk" after he had insisted that the Commitee give him an opportunity to appear.

Brief Appearance

Mr. Fly's letter stated he was "not conscious of ever having had an opportunity to testify" on any of the various matters within the scope of the resolutions and that his one brief appearance was to produce one file of the Board of War Communications. He reiterated the importance of giving the Commission a prompt hearing on the charges which would be made public and said he stood ready to appear at any time.

A second press release related to charges by Committee General Counsel Eugene L. Garey regarding FBIS employes in North Africa. Mr. Fly denied the Commission had sent 31 employes to that war theatre. Mr. Fly said the Commission never had more than 15 persons there and all were assigned to the Phychological Warfare Branch of the Army. Of the 15 only 5 are regular employes whose transfer there was approved by the full Commission, he said. The remaining 10 were people living in the area recruited to assist temporarily in clerical work, with salaries ranging from $10 to $100 a month.

A third press release was related to FBIS, and Chairman Fly answered the charges of the Cox Committee that FBIS is not performing a valuable service with 20 letters from war agencies giving approval of its services. The Committee refused to accept the letters for its record.

The letters were released to the press at the Committee hearing (see running story. Mr. Fly asserted that the letters showed the "great value and importance of FBIS". The fourth release was a letter from Elmer Davis to Dr. Robert Leigh, director of FBIS dated Aug. 15, 1942, congratulating him on the "present coverage of foreign news and intelligence."

Mr. Davis added that the FBIS service was not sufficiently comprehensive for OWI purposes and that his office was about to inaugurate a new war information service which will be based on the FBIS No. 1 news and intelligence ticker material, as well as all its daily news reports. Without the service supplied by FBIS, the Davis letter continued, OWI could not function.

Jett Praise

The fifth release was in the nature of a statement by E. K. Jett, chief engineer of the FCC, referring to the Radio Intelligence Division. Alluding to the Cox Committee statement that most of the work performed by RID has been published, leaving the inference that its activities are not "secure", Mr. Jett said "this is not true".

He pointed out that during the past three years the division had received nearly 10,000 complaints regarding unlicensed amateurs, unlicensed broadcasts, subversive operations and miscellaneous matters. More than 300 such complaints have been received from the FBI, some 850 from the Army and 800 from the Navy and Coast Guard. As a result of these investigations, he said, RID located 345 unlicensed stations. "Except in a very few instances when matter was no longer confidential, no publicity whatsoever has been given to this work."

Mr. Jett's statement continued, "The Radio Intelligence Division has always enjoyed the cooperation of the Army, Navy, FBI, and other agencies which it serves. While the work of this Division is devoted primarily to policing the ether to guard against possible Fifth Column radio activities and to assist in reducing interference to radio communications, it has, nevertheless, been possible with the facilities at hand to perform work for all agencies of the Government which required monitoring service. It should be observed that only a small percentage of the work of the Radio Intelligence Division has been done for the armed forces and that such work is done only when the Commission is specifically requested to undertake particular projects."

Press Conference

At his Thursday press conference held shortly following recess of the hearing, Chairman Fly said the Cox committee had done what was to be expected, describing it as a sort of "Edgar Bergen-Charlie McCarthy act". He called the New York foreign language phase to get under way nothing but "another headline." Alluding to the "vortex rules" which he said were being followed by the Cox committee, he declared it was clear that the purpose was to "throw out unsubstantiated charges for the headlines and to exclude the Commission from any opportunity to be heard."

Mr. Fly refused to comment in any way on the testimony of Commissioner Craven before the House committee. He denied withholding information from other commissioners and when asked about Commissioner Craven's statement that he had been informed of the Chief of Staff's recommendations to transfer RID, the chairman said this was a "secret" matter and he was not at liberty to talk about it.

The chairman denied "controlling other commisioners", asserting that no one had more authority than another and that authority was vested in the Commission as a group.

"If the Committee wants to investigate 'Gestapo' methods," he commented, "it can start at home." He declared he was referring to the Committee's "star chamber" investigation, headed by its "Wall Street counsel and apparently approved by the chairman."

A number of members of the FCC staff, including Chief Engineer Jett, FBIS Director Leigh, General Counsel Denny, George E. Sterling. director of RID; Peter Shuebruk, assistant to Chairman Fly; and Nathan David, assistant general counsel, were present at the conference.

WBZ
50,000 WATTS

FORT PEARSON, former NBC announcer now a Lieutenant (j.g.) in the U. S. Navy, visits fellow announcers in Chicago during recent leave. Announcers (l to r): Charles Lyon and Don Elder fill Fort in on local news. Lt. Pearson now is stationed in Washington, D. C.

In Anticipation

NBC is already lining up a special broadcast for the day Germany surrenders. Listeners to NBC's *Telephone Hour* and *Cavalcade of America* are being asked by Conductor Donald Voorhees to suggest musical numbers to be played on the occasion. Plan is to distribute throughout the country printed copies of the songs finally selected, so that listeners may join en masse in the musical celebration of victory.

Kist in New England

CITRUS PRODUCTS Co., Chicago (Kist beverages), has started a quarter-hour weekly evening music and dialogue program with soldiers as guest-actors on WFEA, Manchester, N. H. Twenty-four soldiers from Grenier Field are allowed to select a bottle of the sponsor's product from a case, and the lucky bottle entitles its holder to make a recording of his voice to be sent home. Contract, which is for 13 weeks, was placed direct.

John Cowles Resigns

JOHN COWLES, brother of Gardner Cowles Jr., president of Iowa Broadcasting System, and himself an officer of the Cowles interests, has followed his brother out of the Government by resigning as special assistant to Lease-Lend Administrator E. R. Stettinius Jr. He returns to his post as president of the *Minneapolis Star Journal and Tribune*.

Rose Bowl to NBC

ROSE BOWL GAMES will be carried exclusively on NBC for five years, if war permits, under terms of a contract signed by Sidney N. Strotz, vice-president in charge of NBC's western division, and representatives of the Pacific Coast Conference, the Rose Bowl Committee and the Pasadena Tournament of Roses. Bill Stern, NBC sports director, and Ken Carpenter, West Coast announcer, will continue to cover the games.

Big Drive for Book

SIMON & SCHUSTER, New York, will start an extensive campaign for Arthur Murray's book, *Learn To Dance at Home*, in the early fall, as a result of a successful test campaign. Firm has been testing since mid-June and is now using about six transcribed and live announcements a week on WOV WINS WAAT WLW WWDC WJBK WEAF WEAN WPEN. Agency is Huber Hoge & Sons, New York.

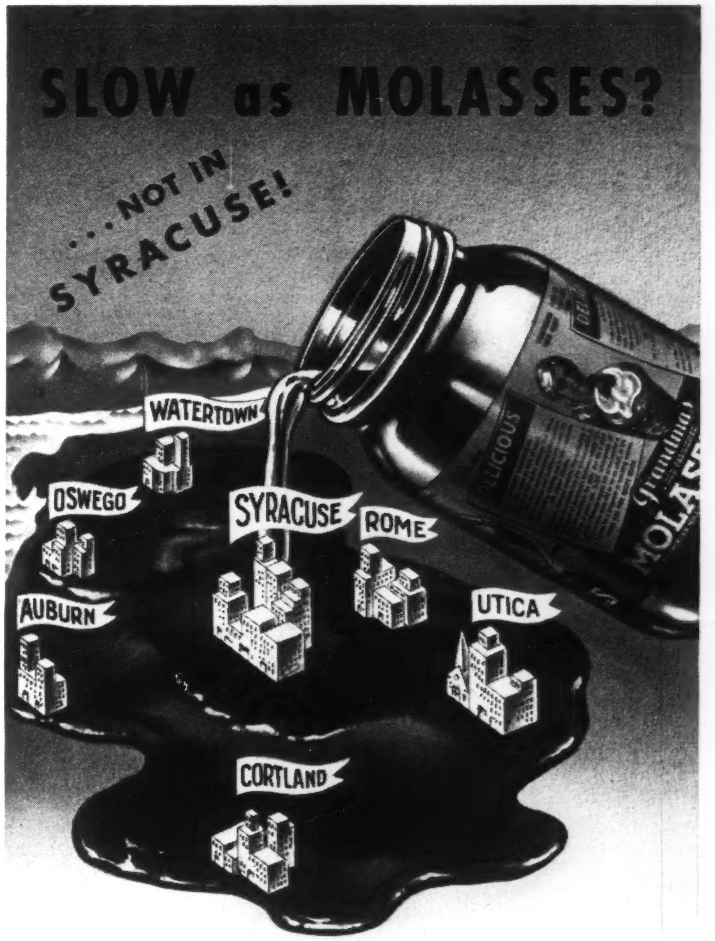
RWG Certified

CERTIFICATION by the National Labor Relations Board for the Radio Writers Guild to act as bargaining agent for shortwave writers at NBC has been granted and RWG is now negotiating with NBC. A controversy betwen RWG and AFRA arose some weeks ago when each claimed jurisdiction over the writer-broadcasters employed by NBC's shortwave division. After reaching a settlement with NBC, the RWG plans negotiations with CBS shortwave writers.

Canada Prospects

NO SUBSTANTIAL change in Canada's broadcasting set-up is expected as a result of the recently completed Parliamentary Inquiry into broadcasting, according to informed opinion at Ottawa. The possibility of a new financial control system in the Canadian Broadcasting Corp., and greater freedom of action in certain fields, as research for the independently-owned stations, are seen in the forthcoming report of the Parliamentary Committee.

RED SKELTON Hollywood radio comedian, will be starred in the MGM film version of "Hold On to Your Hats", based on the Al Jolson Broadway stage hit.



★A tough problem was involved when WSYR undertook to put Grandma's Molasses—a premium, high-priced product—on the Central New York sales map. Both distribution and sales had to be built up *fast*. But with the WSYR program and merchandising forces teamed up, the objective was quickly achieved—70 new retail outlets in less than three weeks promptly piled up record sales. Nine weeks later, Grandma's Molasses is still hitting new highs.

The wholesaler gives this testimony: "The fastest selling molasses we've handled. WSYR again came through."

Whatever your product, you can rely on WSYR's sprightly programs, and WSYR merchandising ability. Why not let us work for you in this, one of the nation's most prosperous markets?

WSYR
SYRACUSE, N. Y.
BASIC NBC RED

THE
PERFECT COMBINATION...
5000 Watts
at 570 kc.

H. C. Wilder, Pres.

REPRESENTED BY RAYMER

BUY WAR BONDS

Good Engineering has always been the Basic Foundation of Every Really Successful Radio Station

COMMERCIAL RADIO EQUIPMENT CO.
Radio Engineering Consultants

Hollywood, Calif.
Silver Spring, Md. (Washington, D. C.)
Kansas City, Missouri

Also operating K49KC, Kansas City's Pioneer Commercial FM Station

Serviceman Urges That Announcers Name Specific Camps in Dedications

EDITOR, BROADCASTING:

How many times have you tuned to late evening programs of dance music and heard the announcer say ". . . and now for all the boys in the armed forces, wherever they may be, Phil Phiorito and his orchestra plays . . ."? I've tuned in many times and heard that repeated by announcer after announcer. As a member of the nation's armed forces, I can testify that it doesn't give a serviceman any thrill.

Scattered throughout the nation are small camps and bases doing vital work for the Army and Navy. These are the camps which get USO shows of five persons, three or four year old movies and dances averaging once a month. Meanwhile, the big camps and bases with thousands of men get the big shows and the network broadcasts.

Would it be possible for each dance program to dedicate one number "for the boys at" and name a specific camp or base? You can rest assured that any listener who has a friend located there will call his parent or write him to tell about hearing the broadcast and you don't need to be told how much that will mean to the men.

I do not wish to complain, neither do I wish to give the impression that those of us at small bases are suffering. But I do wish to point out that the changing of about 10 words in an announcer's dance program introductions will bring happiness and pleasure to many more Doughboys, Sailors and Leathernecks.

FRANK E. SHAFFER, Ens., USNR,
Southport, N. C. (Ex-WBLK,
Clarksburg, W. V.).

Racial Tolerance

AS THE FIRST major attempt on the part of radio to tackle on a nationwide basis the problem of racial tolerance precipitated recently by the Detroit riots, CBS scheduled for last Saturday an open letter to the American people, written and produced by William N. Robson, CBS writer-producer. Pulling no punches, the script dramatized in these documented episodes the harmful operations of the Ku Klux Klan, the Bund-inspired National Workers League and other subversive groups. Included was a post-script by Wendell L. Willkie, in which he offered suggestions for eliminating racial animosity within the nation.

Requests Force Reprint

SWAMPED with requests for copies of a patriotic talk given on WOR, New York, during one of its regular programs, the sponsor, Joseph Martinson Co., bought space in three New York papers and two grocery trade papers to reprint the script in its entirety. The speech was given on July 4 by Dr. Frank Kingdon, educator. With the Baltimore & Ohio Railroad and F. W. Woolworth calling for large quantities, and religious leaders and government officials also requesting the talk, the coffee firm printed 5,000 copies and is now printing another 5,000.

Swedish Exchange

SWEDISH radio programs will be broadcast by about 60 U. S. stations under an exchange agreement arranged by the Overseas Branch of the OWI, according to testimony revealed by the House Appropriations Committee. Programs of the Swedish national radio system will be recorded and sent to the U. S. In exchange Sweden will broadcast American programs recorded in this country. Series will consist of 13 5-minute disks, according to James Linen, chief of the OWI Outpost Service Bureau.

Empire Retains Management

FOLLOWING the recent death of Gerald A. Kelleher, founder of Empire Broadcasting Corp., management of the company will continue under Fred de Jaager, vice-president, with no change in business policy, according to the board of directors. The board will meet soon to name a new president.

GENERAL INSTRUMENT Corp., Elizabeth, N. J., purchased a half-hour on WOR, New York, July 21, to broadcast ceremonies accompanying the presentation of an Army-Navy "E" Award. Agency is H. W. Fairfax Adv., New York.

BLIND COMPOSER

Blind Girl Composing Under 3MI Contract

BLIND SINCE SIX, 18-year-old Elsie Mirkel is under contract to compose tunes for BMI, which has first option on all her work for a year. According to Stanley E. Hubbard, president of KSTP, St. Paul, Elsie has some 42 tunes to her credit.

She was educated at the Minnesota Braille and Sight Saving School, where she learned to play the piano. Her first tune, "Love Is the Trick of the Year", was released a few weeks ago and already is nationally popular. Her next tune, a Navy song, is to be released soon.

Free Radio Promoted

NBC is using its own facilities to promote the idea of free, privately-operated radio. Under a plan instituted recently by the promotion and station department, the theme is incorporated into brief talks and special announcements, with NBC affiliates following suit on local sustainers. The network is conducting an employe contest for the best suggestions for the project, which is under the direction of Irene Kuhn, NBC coordinator of program promotion.

WRITERS' WAR BOARD, New York, is making available to stations a group of talks on various phases of the war effort. Talks may be obtained through the board's committee on speeches and speakers, at 122 East 42d St.

The TEXAS RANGERS now

Selling Drug Chain on KRLD Dallas

. . . also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

in the DETROIT AREA

Business is ON THE

Up and UP!

—and CKLW is hitting

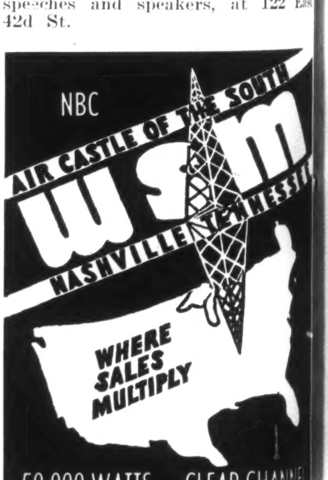
A NEW HIGH!

Retail business in the Detroit Area is hitting a new high . . . and CKLW time-sales in many major retail classifications leads 'em all. Blanket coverage for less, is the reason!

5,000 Watts
Day and Night
at 800 Kc.

CKLW
MUTUAL BROADCASTING SYSTEM

50
60
70
80
90
100
110



HERO MEETS FRIENDS in Chicago studios of NBC, when Lt. Thomas Gootee of the U. S. Army Air Force, attached to the RAF, returns on furlough wearing decorations and Purple Heart insignia. Lt. Gootee spent five years as an engineer in Chicago before joining the service in which he has twice been wounded on bombing missions. Greeting Gootee are (l to r) T. E. Schreyer, English-born NBC Operations Supervisor, and E. R. Borroff, vice-president of the BLUE, Chicago.

'Mr. District Attorney' Tops Hooper Ratings

WITH a number of network favorites off the air for the summer, and other programs making their first appearance as replacements, the Hooper "National Program Ratings Report", for July 15 deviates more than usual from previous listings. Mr. District Attorney emerges at the head of the current list, followed by the Joan Davis-Jack Haley show which is carrying on minus Rudy Vallee. Walter Winchell ranks third and the Aldrich Family fourth.

Other programs in order of ratings were: *Radio Theatre*, Durante-Moore-Cugat, Kay Kyser (first ½ hour), Bing Crosby, Your Hit Parade, Take It or Leave It, Paul Whiteman Presents, Screen Guild Players, Mr. and Mrs. North, Vox Pop and Comedy Caravan. The second half-hour of Kay Kyser's program leads the broadcasts heard after 10:30 p.m. and not measured in the Eastern Time Zone.

WDSM Joins Blue

WDSM, Superior, Wis., on July 25 becomes a basic supplementary affiliate of the BLUE, bringing the total number of BLUE stations to 159. Owned by WDSM Inc., the station operates full time with 100 watts power on 1230 kc. Network rate per evening hour is $100.

KGW

PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK

Represented Nationally by
EDWARD PETRY & CO., Inc.

WOMEN MAKE GOOD IN RADIO JOBS

OWI Story of Women at Work in the Industry Shows Girls Successful Pinch-Hitters

RECOGNIZING how widely women have taken over men's jobs to relieve the manpower squeeze in the broadcasting industry, the OWI devotes the third of a series of articles to recruit women for war work to this subject. "From radar down to the daily mail, there is no aspect of communications in which women do not participate," says OWI.

The OWI explains how women turn out intricate radio equipment in war plants and teach soldiers how to use it, how commercial broadcasting studios have girl technicians, announcers and program directors, how one large broadcasting company employs one-third more women than in peacetime, as jobs like personnel supervisor, commercial program manager and director of women's activities are taken over by the distaff side. Another large chain has a feminine director of talks who has published a book on her experiences in the industry, the release says. For a time, a Boston FM station was run entirely by women, reports the OWI story.

Citing typical or unusual cases, the story tells of a 22-year-old redhead from North Carolina who used her experience as long distance telephone operator, and training in geometry and trigonometry, to earn a license as one of three women control operators in a Washington station (Pauline Lilly, WWDC). In San Diego a totally deaf woman has proved so skillful in working on aircraft radio installations that the company plans to hire more people with this type of handicap.

According to the OWI, latest figures show that women comprise over half the number of those employed in producing communications equipment, and radio is considered so important to the war effort that more than 80,000 men and women have received training for jobs in the industry under WMC programs.

At Writers' Conference

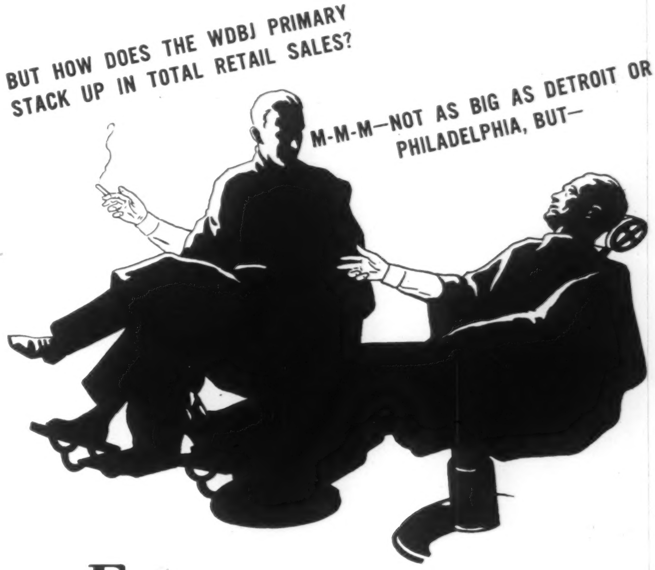
REPRESENTATIVES of radio who will be speakers at the fourth annual Writers' Conference being held at Northwestern University, Evanston, Ill., July 28-30, include Elmo Scott Watson, continuity writer; Marge Lyon of Blackett-Sample-Hummert, Chicago, author of *Marge of Sunrise Mountain Farm;* Ruth Harshaw, author and radio producer; Carl Wester, Chicago producer; Florence Ward, radio editor; Judith Waller, NBC Central Division education director; James Dickert, Chicago manager of World Broadcasting System; Eliza Merrill Hickok, assistant program director of the *Quiz Kids;* and Franklin M. Reck, author of *Radio From Start to Finish.*

AP Radio Course

PAUL W. WHITE, CBS director of news broadcasts; William Brooks, NBC director of news and special events; and William J. McCambridge, general manager of Press Association Inc., subsidiary of Associated Press handling all AP news for radio, have been invited to address a special radio news session of a meeting of AP managing editors to be held in Chicago, Sept. 8-11. Inclusion of these broadcasting news chiefs in a meeting devoted otherwise to newspaper needs is seen as a move toward establishing better relations between radio and newspapers as the two great agencies supplying news to the American public.

Silberstein Brochure

DEVELOPMENT of television and possibly other new advertising media is listed as a major factor that will increase the importance of advertising in the postwar period in a brochure, "Are You Overlooking Anything in *Your* Post War Planning?", recently issued by Alfred J. Silberstein Inc., New York advertising agency.



BUT HOW DOES THE WDBJ PRIMARY STACK UP IN TOTAL RETAIL SALES?
M-M-M—NOT AS BIG AS DETROIT OR PHILADELPHIA, BUT—

FAR be it from us to bracket the Roanoke-Southwest Virginia area with Detroit or Philadelphia as a market for retail sales.

But the 27 counties in WDBJ's primary area (daytime) *do* account for 13.9% more retail sales than Louisville. And if you add our 20 secondary counties (where we get lots of listeners), WDBJ gives you a retail market bigger than Minneapolis, or Buffalo, or Cincinnati.

Best of all, when you use WDBJ, your message isn't competing with several other stations. Because WDBJ is the *only* station reaching the entire Roanoke-Southwest Virginia market with a strong, clear, nonfading signal at all times. Make us prove it.

WDBJ
ROANOKE VA.

CBS · 5000 Watts · 960 KC
Owned and Operated by the
TIMES-WORLD CORP.

Represented by FREE & PETERS, Inc.

MBS Organizes Station Committees To Participate in Network Planning

LIAISON group between MBS stations and the network to confer on station service, programming, and sales and merchandising functions has been organized in the form of three committees, personnel of which was announced last week by Miller McClintock, president of Mutual. The appointments were approved July 14 at a meeting of the network's board and shareholders in New York, and are a direct result of plans made by the board in Chicago, when it met during the NAB convention in May.

The three committees are each divided into "A" "B" and "C" station groups, with members selected because of the contribution each has made in his particular field, sales and merchandising, programs, or station service. None of the affiliates represented are Mutual stock holder stations, but have been chosen at large from the list of MBS member stations throughout the country.

According to Mr. McClintock, the groups have been formed so that Mutual can better serve its affiliates by drawing on them for an understanding of their problems. Cooperation between Mutual and the committees, Mr. McClintock said, may also be instrumental in increasing Mutual sales over the anticipated $13,000,000 during 1943.

The sales and merchandising committee was created specifically in the belief that Mutual can support its advertisers even more efficiently than at present by consulting with the more experienced station affiliate executives on their local policies on the premise that programming is a basic problem in sales. Mr. McClintock stated that the program committee responsibilities would be "to facilitate the creation of shows truly representative of every part of the nation." Not only will the group work to improve network programs as a whole, but also to find out where and how Mutual can better its program service to every community.

The formation of the Station Service Committee, the Mutual president added, is "a concrete move to enlarge the affiliates participation in network operation for their greater individual benefit." This group will be asked for advice on developments in FM and television with an eye to their effect on postwar local network operation.

Mr. McClintock also announced the formation of an executive advisory program committee, which will meet in New York July 26-28 with himself and Adolph Opfinger, MBS program manager, to discuss program plans for this fall and winter. This group also will serve in a supervisory capacity over the newly-formed program committee. The three committees, expected to meet in New York several times a year, are as follows:

Mutual Committees consist of:

Sales and Merchandising Committee

A Group, Robert Convey, KWK; William Dolph, WOL; Les Johnson, WHBF; Don Davis, J. Schilling, WHB; A. Glasmann, G. C. Hatch, KLO.

B Group, Robert Laubengayer, Owen Balch, KSAL; Charles Jordan, WRR; Fred Fletcher, WRAL; Robert Feagin, WPDQ; John Laux, WSTV.

C Group, John Boler, North Central Broadcasting; Garland Powell, WRUF; Rex Howell, KFXJ; Robert McRaney, WCBI.

Executive Advisory Program Committee

Van Newkirk, Don Lee; Frank Schreiber, WGN; Julius Seebach, WOR; C. M. Hunter, WHK, WCLE; Linus Travers, Yankee Network; Miller McClintock, president of MBS; Adolph Opfinger, MBS program manager.

Program Committee

A Group, Robert Convey, John Tinnea, KWK; William B. Dolph, WOL; Don Davis, WHB; O. J. Keichner, WIBC; Marie Maher, KBON; Ken Church, WKRC.

B Group, Charles Jordan, WRR; Eugene Cagle, KFJZ; Fred Fletcher, WRAL; C. L. Harris, WGRC; Ted Grizzard, WLAP; James E. Gordon, WNOE; James A. Davenport, WATL; Robert R. Feagin, WPDQ; Felix Hinkle, WHBC; A. Glasmann, George C. Hatch, KLO; A. E. Leary, CKCL.

C Group, Garland Powell, WRUF; John Boler, North Central Broadcasting.

Radio Mil, Antonio Rojas, XEOY, Mexico City.

Station Service Committee

A Group, John Schilling, WHB; John Moses, Harry Hoessley, WHKC; George Hatch, KLO; Les Johnson, WHBF.

B Group, Ted Grizzard, WLAP; G. Pearson Ward, KTTS; Dale Taylor, WENY; Felix Hinkle, WHBG; William B. Huffman, Wisconsin Network; John Boler, Don Clayton, North Central Broadcasting.

C Group, Rex Howell, KFXJ; Garland Powell, WRUF; Rob McRaney, WCBI.

Radio Mil, Antonio Rojas, XEOY, Mexico City.

Graybar Appointments

CHARLES S. POWELL has been appointed manager of the communications and merchandising department at the New York office of Graybar Electric Co. effective Aug. 15. W. H. MacCrellish, district manager at Cincinnati, will take Powell's place at Boston as district manager. The Cincinnati opening will be filled by A. D. Hammond, manager at Birmingham. Douglas Wallace, sales manager of the communications and merchandising department at New York, will become district manager of Pittsburgh Sept. 1. A. R. Loughorough, present Pittsburgh district manager, will retire Dec. 31 after 39 years of service.

WAC FOR A WEEK was Eleanor Hanson, director of women's activities at WHK-WCLE, Cleveland. Chosen by Mutual as one of the 15 women who were sent through the training routine at Fort Oglethorp, Miss Hanson was the only radio representative in the group, the other 14 writers being from newspapers and magazines.

MBS Film Showing

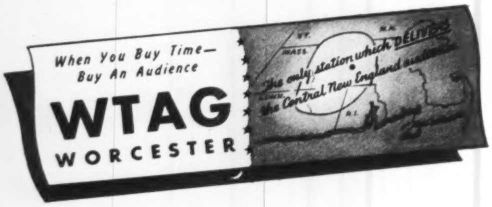
CHICAGO premiere of the MBS Kodachrome sl de-film presentation will be held at 4 p.m. July 29 at the Drake Hotel, when Miller McClintock, Mutual president, will be host to a group of Chicago advertising men and women. Presentation, stressing the network's coverage of the country's "home-town markets," was previewed in New York June 3 and since then has been shown to a number of advertising and agency groups in that city. On July 20 Mr. McClintock gave the presentation to an advertising group in Pittsburgh. St. Louis and Philadelphia showings have also been scheduled.

QUINCY HOWE, CBS news analyst, is featured as interviewer and m.c. in a series of movie shorts produced by the Council on Books in Wartime and Newsreel Distributors Inc. Mr. Howe interviews authors of books dealing with war themes.

COVERAGE
FROM WITHIN
TRAIN LEAVES
... much better
to be inside

It's hard to go anywhere to reach the Central New England audience via radio, when you miss Worcester's WTAG coverage. From the outside the gate is closed to you, as one peek at official FCC maps will prove.

Inside? Your trip will be fruitful. Central New England's half million are supported by 400 war industries paying war wages. Their preference for WTAG is deep rooted and impressive. You make connections right on time with this MUST market in Massachusetts when you take WTAG.


When You Buy Time—
Buy An Audience
WTAG
WORCESTER
The only station which DELIVERS
the Central New England audience
MASS.
R.I.

BASIC COLUMBIA

PAUL H. RAYMER CO.
National Sales Representatives

Associated with the Worcester Telegram-Gazette

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA
5000 Watts Day
1000 Watts Night
950 kc.
CBS
Spartanburg, S. C.
Represented by Hollingbery

DE CASTRO TO MBS EXECUTIVE STAFF

ALLEN J. DE CASTRO, sales executive with the BLUE and previously manager of the CBS Latin American Network, on Aug. 1 will become a member of the executive staff of Mutual, according to an announcement last week by Miller McClintock, president of MBS.

The appointment is "predicated upon present Mutual plans," Mr. McClintock said, at the same time announcing that MBS will set up a Latin American bureau "for the purpose of analyzing commercial and marketing problems of common interest between the United States and all of the Latin American countries." He added that this development was not only in line, in his opinion, with the obvious interest and duties of broadcasting, but also had been necessitated by the rapidly growing operations between Mutual and its recently acquired affiliate, Radio MIL, whose 39 stations cover all of the Republic of Mexico."

Prior to joining CBS in April 1941 as manager of that network's Latin American chain, Mr. de Castro was with the Dr. Richards Assn., and prior to that was in charge of production of *The Mystery Chef* radio series. He has been with BLUE sales since the first part of 1943.

New Series to Hawaii

CORN PRODUCTS Refining Co., New York, is promoting corn starch, oils and other products on two Hawaiian stations in a new series of transcribed announcements started July 1. Agency is Gotham Adv., New York.

Hon. William S. Paley
Columbia Broadcasting System
New York, New York

Dear Bill:

Knowing your keen interest in programs, you might like to know what the boys on WCHS are doing at the moment. As you know, White Sulphur Springs has been taken over by the Government for a hospital and (military secret) hundred boys are there from every battlefront in the world. WCHS and the West Virginia Network originate a half hour variety show once a week from the Greenbrier Hotel at White Sulphur. The show is produced, written and even the engineering is done by soldiers. Naturally, it is on a sustaining basis and quite costly, but this outfit never seems to stint when it comes to public service. Maybe you would like us to feed it to your whole network?

Regards. *Yrs.*
ALGY

WCHS
Charleston, W. VA.

FCC Ruling Shocked Congress Brown Tells NAB 7th District

"IT HAS never been the intent of Congress that the Government should run the radio business, and I believe members of Congress were as much shocked as were you men at the recent Supreme Court decision," said Rep. Clarence J. Brown (Rep-O.), in an address in Cincinnati last Friday at the NAB meeting for the Seventh Distritc (Ohio and Kentucky). "The decision was a strong blow against freedom of the press and speech", he said.

"We are right on the verge of the greatest expansion in radio and communications in the history of the world, and we don't want that expansion hampered by Federal bureaucracy. The FCC and other Commissions take advantage of every opportunity to grab more power, and that's not good for the country".

I don't think the FCC has any right to say to you how your stations should be conducted, other than in matters of good taste and public policy.

"Too many businessmen are afraid the Government wont compromise and readjust inequalities in laws. I say to you that Congress wants the business men of this country to come in and talk frankly, and not be afraid to speak out when some agency is dealing with them unfairly."

Discussing pending legislation "to rewrite the Federal Communications Act so the Supreme Court can understand it," Mr. Brown declared: "I hope you have the courage to stand on your hind feet and tell us what kind of law you want and should have. Then we will write that kind of law, trying always to use the yardstick of common sense."

In a resolution adopted unanimously, it was "resolved that this group petition the Congres of the United States to sympathetically review the present law and revise and enact remedial legislation to the end that radio may continue to serve the American people to its fullest possibilities."

Nathan Lord, manager of WAVE, Louisville, and district director, presided at the NAB meeting. Among the guests was Neville Miller, NAB president. Arrangements for the meeting were made by Mr. Lord and James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, also an NAB director.

KIDS LIKE CLASSICS

Fairy Tales Preferred To Comic Serials

THAT FAIRY TALES and children's classics find a substantial and appreciative young radio audience even when competing with "comic strip" adventure serials, is indicated by response to the WHCU, Ithaca, N. Y., *Children's Story Hour*, conducted daily by Eileen Winchell, women's editor.

As an experiment to test the reaction of modern youngsters, steeped in the highly exciting "comics" serials, to the favorites of other generations, the *Children's Story Hour* was inaugurated in April, 1943, on a Mon.-Fri. schedule, at 4:45-5:00 p.m. Time was deliberately chosen to coincide with other types of radio programs planned for children.

Beginning with "The Pied Piper of Hamlin" and "Epaminondas", Eileen Winchell urged listeners to request the type of children's stories they would like to hear. Immediate responses from children and grown-ups revealed a demand for familiar favorites such as "Jack and the Beanstalk", "Cinderella", "Snow White", "Little One-Eye, Little Two-Eyes, Little Three-Eyes", as well as many of the tales by Hans Christian Anderson, and others, all of the classic type. None requested the "comic strip" adventures.

Although the program is sustaining, local bookstores report a decided increase in the sale of children's books since the early broadcasts of the *Children's Story Hour*.

Present series by Miss Winchell will conclude shortly, when she will have completed the reading of "The Secret Garden" by Frances Hodgson Burnett. Because of the interest created by this experiment, WHCU plans renewal of the program following the summer vacation period.

Religion Trend Up

THE TREND in Axis-controlled Europe is toward increased religious broadcasting, according to the International Broadcasting Union in Switzerland as reported by Dr. Max Jordan, NBC director of religious broadcasts. "Germany stands out as the only deplorable exception," he said, adding that while the German Broadcasting Co. was devoting 0.3% of its total program time to religious broadcasts in 1938, there is no religion whatsoever on the air now. NBC is currently devoting approximately four hours weekly to religion, and audience mail referring to this type of program is increasing.

NAB Appointees

NAB district directors in seven areas have named district public relations chairmen to cooperate with the NAB Public Relations Committee, according to Willard D. Egolf, assistant to Neville Miller, NAB president. Chairmen named are Edward E. Hill, WTAG, Worcester, District 1; Michael Hanna, WHCY, Ithaca, 2; Vernon H. Pribble, WTAM, Cleveland, 7; Clarence Liech, WGBF-WEOA, Evansville, Ind., 8; Merle Jones, KMOX St. Louis, 10; Karl O. Wyler, KTSM, El Paso, 13; Harry Buckendahl, KALE, Portland, Ore., 17.

THE ATLANTA CONSTITUTION

IT'S A FINE PARTNER FOR WAGA

The Atlanta Constitution, for 76 years one of the South's most esteemed newspapers, is now affiliated with WAGA. That means the Constitution's extensive news facilities are now identified with WAGA's coverage and interpretation of the news. It means WAGA programs have the support of daily advertisements and publicity in the Constitution. If you want *action* in the Atlanta market, put your message on WAGA.

WAGA
ATLANTA

A FORT INDUSTRY STATION

5000 WATTS
DAY AND NIGHT
590 KC.

National Representatives
HEADLEY-REED COMPANY

Buy LISTENERS
Buy
WFMJ
covering greater
Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

U.P.
THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE
UNITED PRESS

CHNS
HALIFAX
NOVA SCOTIA
The Busiest
Commercial
Radio Station
of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York

KWKH
CBS-50 KW
The Selling Power
in the Buying
Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Broadcasting a U.S. Bomber's Mission

Feldman Says Records Will Be Made Over Enemy Targets

By ARTHUR FELDMAN

THE SAME quality of tingling suspense which marks those on-the-spot broadcasts from Britain's airdromes is in this behind-the-scenes account of making one of those broadcasts. This is the story of covering an actual raid by American bomber crews, with interviews before and after . . . the missions "scrubbed" . . . the briefing . . . the pilot's pep talk . . . takeoff . . . waiting . . . It's all here, as lived by the special events man who did the job. He's Arthur Feldman, formerly assistant director of special events for NBC under A. A. Schecter, and at present a special events correspondent for the BBC.

NOT SO long ago Michael Standing, director of outside broadcasts for BBC, and I went to the 8th Air Force Public Relations Headquarters in London. Our problem was simply this: Could BBC send mobile recording unit and crew to a U. S. Bomber Base to record phases of a bomber mission and also transmit it to the United States? We also intended to provide BBC as well as Empire listeners with the program. The idea was approved in principle, but there were many difficulties to be worked out.

Mr. Feldman

Time was one of the most important elements. There was a difference of five hours between New York and London time. This was to our advantage. It meant that a beam from London at 4:15 a.m. could be rebroadcast at 11:15 p.m. (EWT) over American networks. We wanted to get the show on the air as quickly as possible after the return of the mission.

There was also the matter of the censor. This type of show could not be scripted. The censor would have to come to the BBC studio and hear the recordings. This both eased and speeded censorship.

Thus, it was on a cold rainy morning last winter that I left London with Dick Dimbleby, BBC reporter from the Middle East, who was to prepare the show for the BBC listeners. We were met by Lt. Donald Sheldon of Newark, N. J., and drove to the base in an army "jeep". We were greeted cordially by the C.O., Col. Stanley Wray of Muncie, Ind., and the Intelligence Officer Maj. John McNaboe (former N. Y. State Senator). Later our engineers arrived in a huge five-ton recording van.

Waiting for Alert

Our alert came through early in the evening. The engineers ran their mike leads in the briefing room. We sat in the Intelligence Office "sweating it out" . . . waiting for confirmation. Around 2 a.m., Maj. McNaboe pointed to a pin stuck in the map of Germany. He turned to me and said quietly, "Briefing will be at _____. I'll have you awakened at _____."

We walked back to our mess. Down in the hangars, and at dispersal locations, Armament Crews were "bombing up". We turned in but couldn't sleep.

Then the call came. We dressed hurriedly, roused the engineers and dashed to H.Q. It was a cold, drizzly morning, but no telling about the weather *across* the Channel. Then the lads started to file in—pilots, co-pilots, navigators and bombardiers. As they did this, I described the scene to the portable recording set. The BBC announcer did the same. Briefing had just begun when Major McNaboe entered the room. Col. Wray turned to him questioningly. The Major said just one word—"scrubbed".

That word became anathema to us. During the next 10 days, we heard it mornings and nights, with some missions "scrubbed" as late as five minutes before takeoff time. In each case we went through our routine. Commentaries from the briefing room . . . pilots checking last minute detailed interviews . . . everything, right up to the takeoff. All of much wasted effort. At one time we were alerted three nights in a row and "scrubbed" as many times. But let me say right here, that our feelings on these "scrubs" were nothing compared to those of the combat crews. These lads had come over here to fight; enough said.

But it just couldn't go on, and it didn't. We were alerted on the night of Friday, Jan. 22. For the first time in weeks, our weather officer was optimistic. At 1:30 a.m. on the morning of Jan. 23rd, Maj. McNaboe turned to me and said (as he had said so often in the past two weeks), "Briefing will be at ______. I'll call you at ______." But then he added quietly, "I think they'll go."

The 'Pep Talk'

I covered the briefing, and then headed for a dispersal area to get what is called the "pep talk" spot—when the pilot checks last minute details with his crew. The ship was called "Jack the Ripper". Capt. Bill Crumm of Scarsdale, N. Y., had gathered his crew about him, saying "Well, fellows, we're on that old milk run again. Today we're going to Lorient . . ." A few hundred yards away, alongside "Memphis Belle," Capt. Robert Morgan of Asheville, N. C., spoke similarly to his crew, and into our BBC microphone. This talk of a pilot to his crew before a mission is a mighty serious business. But both Crumm and Morgan were more than willing to have us make a record. We recorded two "pep talks" for obvious reasons.

Then we drove over to the control tower, and checked to find out which runway would be used for the takeoff. I took a position just off the runway itself about at the point where the ships would leave the ground. The ships were taxiing in from their dispersal locations. They gathered at the head of the runway almost a mile from us. We had a radio-equipped jeep

America's
No. 1
LOCAL STATION

WEMP Brings 3 More "Firsts" to Milwaukee

1st in the 6th annual survey of radio editors, WEMP was awarded *first* place in BILLBOARD'S 6th Annual Radio International Survey. WEMP won because of its service to the war effort, sports, civic charities, entertainment, and Milwaukee promotions.

1st 24 hour a day station serving Milwaukee's war effort.

1st to bring a Basic Blue Network Service to Milwaukee.

DIAL—1340
WEMP
24 Hours a Day!

assigned to us, so we could hear the conversation between the lead plane and the control tower.

Precisely a half minute before takeoff time, we heard "Hello, Hodak. A for Apple calling. Request permission to scramble." I held my breath. Then the tower answered, "Hello, A for Apple. Hodak answering. You have permission to scramble." I started talking a few moments before the lead ship came thundering down the runway toward us. Every 30 seconds a Fortress took off. Bill Crumm's ship was the third to leave the ground, and Lt. Mark Gilman of Santa Ana, Cal., the bombardier, waved to us as he went by, huddled up in the nose. I forgot about radio, and was intensely proud that I was an American.

Waiting

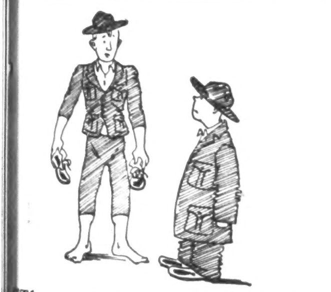
Then came a tense period . . . the waiting. Some of the planes might have to land first . . . and fast. Some planes might not come back at all. Then word came that they were coming in. All but two had been heard from.

We saw tiny specks in the darkness growing larger every minute. One flew low over the field, dropping a flare. This meant wounded aboard, and that they would land first. The ground crews ran out and the ambulance sirened its way. We corralled Crumm's crew from "Jack the Ripper" as the lads tumbled out. I counted them as they came. There were 10 . . . the complete crew . . . all unwounded. But they looked tired and cold and a bit dirty. One after the other they came to the mike—gave their full name, rank, and home town. Each spoke only about 15 seconds. Usually it was ". . . a tough one . . . damned glad to be back"—then they headed for H. Q.

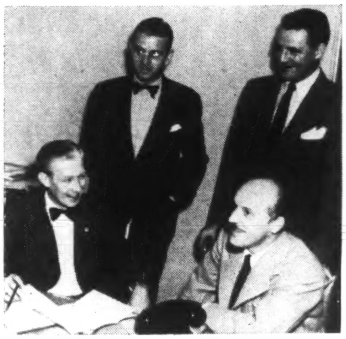
The Broadcast

We had our show, but there was still much to do. Priority call to BBC, London . . . cable to BBC, New York. . . Mutual informed of special broadcast. . . Maj. Ben Lyon of 8th Air Force Headquarters to arrange censoring . . . hasty goodby . . . fast train . . . London and the studio . . . playback of the records. . . choice of material. Here is what I finally chose:

1. Capt. Crumm's talk to his crew before takeoff.



"That reminds me—WFDF Flint Michigan regulates the length of its commercials."



NEW CONCERT PROGRAM, representing substantial step-up in sponsored time by Alms & Doepke Co., Cincinnati department store, is subject of discussion of this WSAI group planning the series. Seated (l to r): Walter A. Callahan, general manager; and William Stoess, who will conduct the orchestra. Standing: George Moore, salesman who handled the contract; and Jimmy Leonard, program director. The new series, titled *Harmony Hall*, will be heard Saturdays from 7:30-8 p.m., and will utilize one of the largest orchestras ever sponsored on WSAI.

Canada Censor Policy

RADIO and Press censorship in Canada for the fiscal year ended March 31, 1943, cost $106,645, according to a report of the National War Services Dept. tabled in the House of Commons at Ottawa. A new censorship directive has been issued, placing on stations the responsibility for keeping off the air any statements that might injure Canada's war effort. Col. O. M. Biggar, director of censorship, made the announcement at Ottawa July 16, placing Canadian radio stations in the same position as newspaper publishers.

2. Description of two ships taking off.
3. Description of two ships landing.
4. Brief statements—Crumm and his complete crew after landing.

The show went out with no censorship trouble 4:15 a.m. London time. Picture us in a small studio deep underground. The records were strewn around on half a dozen turn-tables. There was no cue from New York. We started blind at 4:15 a.m. I kept thinking, "This is a gag; it's not 11:15 p.m. in New York—no one will hear this except a few shortwave listeners . . . no one will hear it at all."

But I was wrong. A cable the following morning stated that over 100 Mutual stations had taken the show—and more important, they liked it. The program was heard the next day at 11:15 p.m. on BBC's Home Service, and was just as warmly received. And that is the story behind the story of a Bomber Raid by our boys. We were only pioneering in this field. More is to come, and more will be done. We are preparing for actual recording in the planes themselves over the target. . . .

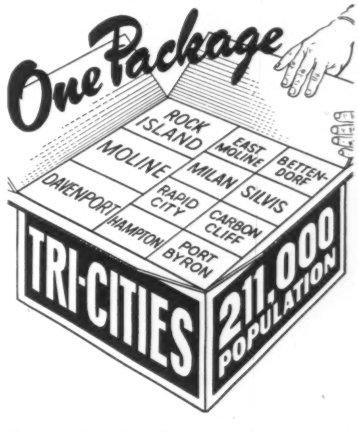
WOKO License Hearing Waits Phelps Testimony

HEARINGS on application of WOKO, Albany, N. Y., for renewal of its license were adjourned last Thursday to be resumed Aug. 3, when it was learned that R. K. Phelps would be unable to appear until that time. Mr. Phelps is the brother-in-law of Sam Pickard, ex-radio commissioner and vice-president of CBS, who figures in the ownership of the station through a purported gift of 24% of its stock to Phelps, while he, or Mrs. Pickard, continued to receive the dividends from it, amounting to approximately $10,000 a year.

The stock appeared on FCC records from 1934 in the name of R. K. Phelps, and before that in other names, but never in the name of Mr. Pickard or his wife, although Mr. Pickard has testified that he was in fact the "equitable" owner of the stock [BROADCASTING, June 12]. The Commission is attempting to ascertain the facts of ownership of the station since it was licensed 13 years ago.

WLW Names Robinson

WILLIAM ROBINSON has been transferred from the sales office of WLW, Cincinnati, to the station's Chicago office as sales representative. He succeeds Dewey Long, who resigned July 13 because of disagreement on matters of policy. Mr. Robinson has been three years on the WLW sales staff, and before that was a salesman for WSAI, Cincinnati.



America's 40th Market!

You might not consider putting special sales effort in Rock Island, or Moline, Illinois, or Davenport, Iowa, singly but . . . you can't afford to overlook the TRI-CITIES' 211,000 war-prosperous customers in these 11 contiguous cities and towns. Here's a MARKET larger than the cities of Dayton, Syracuse, or Oklahoma City! And you really SELL it with—

WHBF

5000 WATTS 1270 KC

BASIC MUTUAL NETWORK

Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat. Representatives

SINCERE APPRECIATION TO AMERICA'S RADIO EDITORS FOR OUR AWARD IN BILLBOARD'S 6th ANNUAL PUBLICITY SURVEY!

•

Such recognition of WINX salesmanship and showmanship cannot be ignored by alert agencies and sponsors who want complete coverage of a major market of 1,250,000 persons whose per capita income is the greatest in the world!

•

Choice availabilities and prize-winning program ideas will be submitted upon request. Join the progressive advertisers! "Watch WINX in Washington!"

WINX

Washington, D. C.

"The Capital's Only Independent Station"

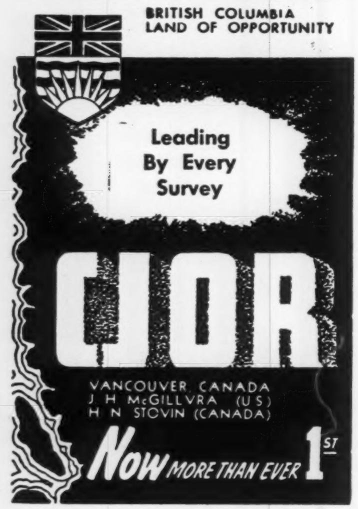
AP

WATN, Watertown, N. Y.

. . . "Washington Inside Out," like the rest of The AP service, is swell!

Harry G. Righter,
General Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.



BRITISH COLUMBIA
LAND OF OPPORTUNITY

Leading
By Every
Survey

CJOR

VANCOUVER CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)

NOW MORE THAN EVER 1ST

First on New York's Dial...570

WMCA

America's Leading Independent Station

MONEY TO BURN

Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

WIBW The Voice of Kansas in TOPEKA

Offer By Petrillo Rejected By Navy

Not Interested in Proposal To Make Recordings Free

OFFER of the American Federation of Musicians to donate the services of its members without charge to make phonograph records for entertainment of United States servicemen, provided no charge is made for performance of such recordings [BROADCASTING, July 5], has been rejected by the Navy, James C. Petrillo, AFM president, revealed last week. The Army has not made any comment on its position.

Mr. Petrillo released a letter from Capt. R. A. Koch, special assistant to the Chief of the Bureau of Navy Personnel, which stated that despite the limited record supply "Navy personnel are acquiring phonograph records in sufficient quantity to meet their recreational and entertainment needs." The letter continued: "Any plan duplicating present facilities, in view of current shortage of materials, would not appear to be essential to the all-out current prosecution of the war effort."

Union's Answer

AFM offer of free discs for servicemen was the union's answer to statements of Elmer Davis, director of the Office of War Information, and other Government officials that in preventing its members from making new records the union was injuring morale and so adversely affecting the war effort, allegations apparently contradicted by the Navy letter. Offer had first been made to Mr. Davis, who responded that service camps were outside the jurisdiction of the OWI, following which the AFM wrote to the Army and Navy.

Mr. Petrillo, commenting on the fact that no answer had been received from the Army, reiterated his earlier statements that "if they want records they'll get them. But remember, they gotta fix the juke boxes so the boys don't have to put nickels in." Navy letter to Mr. Petrillo follows in full text:

Your letter of 6 July 1943, addressed to the Secretary of the Navy, concerning a proposal for furnishing the professional services of members of the AFM for the purpose of making phonograph records for the recreation and entertainment of naval personnel, has been referred to this Bureau.

It is recognized that the supply of phonograph records available on the existing commercial market is necessarily limited by shortage of critical materials involved in the manufacture of such records. However, Naval personnel are acquiring phonograph records in sufficient quantity to meet their recreational and entertainment needs. Any plan duplicating present facilities, in view of current shortage of materials, would not appear to be essential to the all-out prosecution of the war effort.

Please be assured that your offer of the services of members of the AFM in the interest of Naval personnel is nonetheless fully appreciated.

OWI Moves Forward With New Program Of Using Voluntary Control Centers

WITH 12 new regional offices now in operation to handle program clearance, the OWI Radio Bureau moved last week to bring about the establishment of voluntary control centers in 40 cities to handle the work formerly performed by OWI branch offices.

John Hymes, OWI station relations chief, returned last week from visits to the new Cleveland, Chicago and Kansas City offices and plans to visit the remaining nine offices within the next week to coordinate their activities with the Washington headquarters.

Mr. Hymes explained that because of the necessity of closing the branch offices formerly operating under the OWI regional offices [BROADCASTING, July 19], the station relations division of the Radio Bureau has asked broadcasting stations to set up clearance and control centers for OWI activities. The whole project will be a voluntary cooperative venture financed and organized by the stations in each of the cities where OWI formerly maintained branch offices. It is hoped that most of the centers will be set up within the next week.

All stations in these cities, he said, will clear through the control center which will then clear for final approval with the OWI regional office in its territory. Such centers will be in the interest of economy and efficiency and will eliminate separate handling for each clearance.

One such center has already been set up in Los Angeles by the Southern California Broadcasters Assn. Luther Keplinger, OWI regional station relations chief in San Francisco, attended a meeting of the Association Friday to iron out the clearance procedure and general set-up to cover the southern California area.

The appointment of station relations chiefs for Chicago and Kansas City was announced by the Bureau, thus completing the line-up of personnel for the new OWI regional clearance offices [BROADCASTING, July 19].

Mrs. Lavinia Schwartz will take charge in Chicago. This office has been moved to 75 E. Wacker Drive.

Marvin McAlister will be in charge of the Kansas City office.

Changes in assistant regional consultants to OWI were also announced as follows:

Hugh Feltis, KOIL, Omaha, for Nebraska.

Frank Quin, KOB, Albuquerque, for New Mexico.

John C. McCormack, KWKH-KTBS, Shreveport, for Louisiana.

McCarrens Shot by Irate Publisher Who Kills Self

JOHN S. McCARRENS, general manager of the Cleveland *Plain Dealer* (WHK-WCLE) was shot three times last Thursday by a former foreign language publisher, Herbert L. Kobrak, who committed suicide following the attempted murder.

Mr. McCarrens was in serious condition following an operation for the removal of the bullets from his abdomen, but last Friday the 74-year-old newspaperman was reported to be recovering.

Repeatedly rejected support by Mr. McCarrens for his plans to establish a foreign picture newspaper in Cleveland, Mr. Kobrak left notes which showed that he had been planning the attempted murder and suicide for some time. The shooting occurred following an argument in Mr. McCarrens' office.

Mr. McCarrens was twice president of the American Newspaper Publishers' Assn.

WPB RULE EFFECTS HELD EXAGGERATED

TYPE OF APPEAL rather than volume in the recent request to retailers by the War Production Board to eliminate "buy now" and "scare" advertising of textiles, WPB asserted last week. Alarm in part of some stations over the WPB request was brought to the attention of BROADCASTING by the NAB.

Richard N. Johnson, director of the Textile, Clothing & Leather Division of the Office of Civilian Requirements, said the purpose of the request is to conserve textile supplies to avoid rationing. There is nothing in the WPB policy to restrict the amount of advertising, he emphasized.

From the standpoint of the stations, the WPB action was seen by Lew Avery, director of broadcast advertising of NAB, as presenting a sales problem which calls for ingenuity and straight thinking.

WFIL, Philadelphia, has acquired the special AP radio news wire through Press Association. Expended news coverage will include telescripts and other features of the service as well as AP dispatches.

Introductory Broadcast

BULLFROGS AND MARINES

Carnation Contented Hour—NBC—August 2

Associated Music Publishers, Inc., New York

PLOTTERS OF NEW MEANS for aiding women listeners at home and in war efforts, these officials of WOR, New York, and members of WOR's women's advisory panel first met June 15 at a luncheon at the Waldorf Astoria to devise further plans [BROADCASTING, July 19]. They are (l to r) Mrs. Charles S. Maddock, president, N. J. Federation of Women's Clubs; Joseph Creamer, promotion director, WOR; Mrs. Harold V. Milligan, N. Y. Federation of Women's Clubs; Julius F. Seebach, vice-president in charge of programs, WOR; Mrs. Lillian Poses, representing Anna Rosenberg, regional director, War Manpower Commission; R. C. Maddux, vice-president in charge of sales, WOR; Elsie Dick, executive secretary of the WOR advisory panel; Mrs. Dorothy Dunbar Bromley, editor, women's activity page, N. Y. *Herald Tribune*; T. C. Streibert, vice-president and general manager, WOR; Mrs. Betsey Talbot Blackwell, editor-in-chief, *Mademoiselle* magazine; Alfred J. McCosker, president, WOR; Margaret T. Applegarth, representing United Council of Church Women; Bessie Beatty, WOR commentator; Frances K. Marlatt, president, N. Y. State Federation of Business & Professional Women.

RUSSIAN 'SPONSORS' RE-SCHEDULED

To Insure Delivery of LeSueur's CBS Newscasts

In U. S., He Reveals in New Book

TWELVE momentous months (Oct. 1941-2) during which Russia defended Moscow and Stalingrad, are covered by Larry LeSueur, former CBS Moscow correspondent, in his book *Twelve Months That Changed the World*, published July 26 by Alfred A. Knopf ($3.00).

LeSueur chronicles not only the military developments, but also the metamorphosis of his personal feelings to the last day of his stay in the Soviet Republic, which he left with a profound respect for the virility and efficiency of the Russian people.

Of his first broadcast from Russia, Nov. 22, 1941, LeSueur writes that it was made at four o'clock in the morning. "Miss Burrows [the announcer] began the broadcast of Soviet war news to America and England with the traditional words: 'Workers of all lands, unite.' Then she announced to the world that 'by my watch it is 13 minutes to 4 o'clock. Mr. LeSueur will make his scheduled report at 10 minutes to 4, Kuibyshev time. Calling CBS, New York. Calling America.'

"Later I received cables from New York asking that I check on the correct time in Kuibyshev, for it seemed that Miss Burrow's watch was invariably 30 seconds too fast or 30 seconds too slow . . ."

In February 1942, LeSueur learned that the reason many of his broadcasts were not getting through to America was that shortly before he went on the air, Moscow Radio's Anglo - American broadcasts were beamed only on England. After contacting the head of the Radio Committee, Polikarpov, he was told that "it would take some time to rearrange the broadcasts in order to put my talks on a higher frequency." He explained that it wasn't just a matter of raising the frequency, but of making an entirely new power schedule for the various commissariats which buy time on the Soviet radio system. They pay for the time the way a sponsor does in America.

"Three days later Mr. Polikarpov phoned me and said that he had made arrangements for the various commissariats to change their schedules. Unfortunately, I had some bad news for him. The United States had just gone on war saving time. My broadcasting time would now be an hour ahead. Mr. Polikarpov was speechless."

LeSueur had to write to the Vice-Commissar of the Foreign Office and finally, through Polikarpov, he was informed that his broadcasts "would henceforth not only be beamed directly on New York from Moscow, but would be fed to the Soviet radio stations in the Far East and beamed on San Francisco." LeSueur, in concluding this incident on the cooperation of the Russians, says that he "was delighted to get a cable after my next broadcast informing me that my words were being heard clearly on the West Coast."

9,218 FAMILIES
TELL ALL ABOUT
LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

Kellogg's Gro-Pup Buys News on Blue

Gilbert Martyn Comments to Get Under Way on Aug. 9

CONTINUING to expand its use of radio for various products [BROADCASTING, July 5] Kellogg Co., Battle Creek, Mich., on Aug. 9 will become the first advertiser to promote a dog food on a national network when it starts five-weekly news by Gilbert Martyn on the complete BLUE network for Gro-Pup.

The series will be heard at 11:30 a.m. from New York with a live repeat at 1 p.m. for the 13 Pacific Coast BLUE stations. The second show will be handled by a second BLUE commentator and will originate in San Francisco to meet the news interests of listeners in that area.

Martyn Starts Aug. 16

Gilbert Martyn, Paramount newsreel commentator, will not start on the series until Aug. 16, the first week to be handled by Don Gardiner, BLUE staff announcer. Program will be the third daily program on the BLUE sponsored by Kellogg, the others being *Breakfast at Sardis* for Pep, Monday through Friday, 11:15-11:30 a.m.. and *Breakfast Club* for various cereals, Monday through Thursday. Kenyon & Eckhardt, New York, handles the Gro-Pup and Pep accounts, and J. Walter Thompson Co., New York, places advertising for the various other Kellogg cereal.

WCCO Contract Dispute

TEMPORARY agreement has been reached between the AFL International Brotherhood of Electrical Workers and WCCO, Minneapolis, and a strike notice filed by the union on behalf of six announcers at WCCO has been set aside until Aug. 11. In dispute is a clause in the announcers' contracts tying them, and also WCCO technicians, with technicians at the eight Columbia-owned stations. According to A. E. Joscelyn, WCCO general manager, WCCO has no authority to sign contracts involving other Columbia-owned stations.

Arbitration Ruling

ARBITRATORS of the American Arbitration Assn. rendered a 2-1 decision last week for payment by CBS to Announcer Paul Brentson of additional fees for each Socony-Vacuum Oil Co. newscast he made between April, 1941 and September, 1942. The decision, rendered July 15 by Judge George L. Quilici, of the Municipal Court of Chicago; George K. Bowden, Chicago attorney, and Harry D. Taft, law professor at De Paul, U., Chicago, was for a sum reported by Hy Faine, Chicago manager of AFRA, as nearly $2,000.

No Penny Pinchers

Winston-Salem wage earners are well paid, are sure of their jobs and spend freely. A campaign on WAIR will convince you that these good people like the good programming of this good station.

WAIR

Winston-Salem, North Carolina

WGY-LAND'S "Favorite EARLY-MORNING PROGRAM"

is the 6:30–6:45 a.m. show of Otis & Eleanor—quote from a survey conducted by G-E Market Research Section.

WGY
SCHENECTADY, N. Y.
50,000 WATTS
WGY-108

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
—*if the network they are on cannot furnish coverage here*

WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET

THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK
5000 WATTS FULL TIME
630 KILOCYCLES

Represented by John BLAIR & CO.

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
JULY 17 TO JULY 23 INCLUSIVE

Decisions . . .

JULY 20

WGST, Atlanta—Granted extension of temp. license for 30 days.

WTAW, A & M College of Tex.—Granted mod. license to increase hours from specified dividing 1150 kc., with KTBC, to full time D, same frequency.

KTBC, Austin, Tex.—Granted mod. license change frequency 1150 kc. to 590 kc., increase hours from specified to full-time, 1 kw. D, 250 w. N; granted subject to future requirements.

KHUB, Watsonville, Cal.—Granted renewal license subject to condition that action is without prejudice to applying to licensee any report, rule or regulation resulting from proceedings under order no. 79.

KICD, Spencer, Ia.—Granted mod. license move main studio to transmitter location just outside city limits.

WBBZ, Ponca City, Okla.—Granted consent to assignment of license from Adelaide Lillian Carrell, executrix of estate of her husband, Charles Lewis Carrell, deceased, to herself in her individual capacity; license renewal on regular basis.

WJBW—Designated for hearing application for license renewal.

KMTR, Los Angeles—Granted petition for grant of license without hearing.

Stations granted license renewals for regular period: KOBH KONO KWYO WAGF WSLB KENO KGFW.

W83C, Chicago—Placed in pending file application for mod. CP to move transmitter, studio, change equipment, etc.

W73I, Indianapolis—Denied petition to install equipment for operation on temp. basis until required materials become available; placed in pending file application for mod. permit for new FM station.

JULY 22

WKAQ, San Juan, P. R.—Granted extension completion date to move main and auxiliary transmitters.

KMA, Shenandoah, Ia.—Granted license cover CP for DA-N, increase power to 5 kw.

W3XWT, Washington—Granted extension commencement, completion dates to June, 23, 1943 and December 26, 1943.

in the CONTROL ROOM

WARREN H. LOCKYEAR is acting as replacement engineer at KLZ, Denver, during absence of regular engineers on vacation.

CAPT. GLENN BOUNDY, former chief engineer of WWVA, Wheeling, W. Va., is somewhere in Iran in charge of installation and operation of radio equipment.

HOWARD D. LEIGHTY, engineer of Don Lee Broadcasting System, Hollywood, is father of a boy.

WILLIAM DAVIS OWENS has joined the engineering staff of WGST, Atlanta.

HENRY O'NEILL, recently returned from North Africa where he was working on construction of the directional antenna and installation of the RCA shortwave transmitter at Brazzaville, has been appointed CBS engineer in charge of construction for the two shortwave transmitters to be opened this fall under the facilities expansion of the Interdepartmental Planning Committee of the FCC, OWI and CIAA [BROADCASTING, July 12].

ED PARK, engineer of WCAU, Philadelphia, is the father of a girl.

HARVEY DEGERING, formerly of KOIN, Portland, is now chief engineer of KHUB, Watsonville, Cal.

Applications . . .

JULY 20

CBS New York—Extension authority transmit programs to CFRB and CKAC and other stations controlled by CBC to Sept. 15, 1944.

W9XMB, Chicago—Mod. CP for new ST broadcast station extend completion date.

JULY 23

NBC New York—Extension authority transmit network programs to CMX, Havana, for period beginning Aug. 20, 1943.

Newfoundland Debut

A NEW STATION HAS been opened at Corner Brook, Newfoundland, first station in Newfoundland outside St. John's, the capital city. Call letters are VOWN and frequency is 850 kc. Corner Brook is a pulp and paper town.

BOB NICHOLAS, former engineer at KXOK, St. Louis, has been promoted to captain in the Army. He is in charge of the Army radar school at Lexington, Ky.

MERVYN A. HOLZAGER, engineer of WWRL, New York, is to enlist in the Navy Aug. 1.

ARCHIE POOK has joined the engineering staff of CBR, Vancouver, coming from the Toronto studios operational staff of the Canadian Broadcasting Corp.

WORLD WIDE GIVEN NEW SHORTWAVE CP

WORLD WIDE Broadcasting Corp. was last week granted a construction permit by the FCC for two new international shortwave transmitters at Scituate, Mass. The transmitters are being built by World Wide at its own expense, but OWI will do the programming for these additions to Uncle Sam's arsenal of heavy weapons of the international airwaves.

OWI is building at its own expense six directional antennas for use with the four already on the ground. One is complete, three are now building and two are yet to come, according to James O. Weldon, acting chief of the Bureau of Communications Facilities of the OWI Overseas Branch. Programming of the new unit will begin about Aug. 1, or perhaps a little later, Mr. Weldon said. OWI is already programming the World Wide 20 and 50 kw units which have been in operation since late in 1942 when the Government leased existing shortwave facilities for its psychological warfare.

Granted in conformity with the Commission's rules of December 1942 governing operation of shortwave stations leased to the Government and programmed by OWI and CIAA, the new World Wide construction permit provides for frequencies on 6040, 9700, 15350, 17750, 21460 kc. The new units, call letters of which have not yet been assigned, will share time with WRUL on 6040, 15350, 17750, 21460 and with WRUW on 9700, 15350, 17750.

Stations—FACE THE FACTS!
YOU MUST Start NOW to Train Non-Draftable Men and Women As Replacements for your Technical Staff

—IF you have limited license holders on your engineering staff . . .

—IF you are in need of qualified engineering personnel with technical ability . . .

—IF you are employing non-draftable men and women with limited technical experience . . .

. . . then CREI spare-time training in Practical Radio Engineering helps solve your technical personnel problems . . . increases the efficiency and ability of your engineering staff. We offer a planned program of technical training that equips limited license holders for more important tasks . . . enables you to train others to pass license tests for dual work during the emergency.

WRITE FOR COMPLETE INFORMATION TODAY

Outline your technical manpower problems. We will furnish you complete data and outline of the CREI course of training which applies to your particular setup. No obligation, of course—write today; to—

E. H. Guilford,

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-7, 3224 16th Street, N. W., Washington 10, D. C.

Network Accounts
All time Eastern Wartime unless indicated

New Business

SCHUCKL & Co., Sunnyvale, Cal., (Rancho soup), on July 24 started sponsoring *Rancho News* on 6 NBC Pacific stations (KFI KPO KGW KOMO KHQ KMJ), Sat., 10-10:15 p.m. (PWT). Agency: Erwin, Wasey & Co., San Francisco.

KELLOGG Co., Battle Creek, Mich. (Gro-Pup dog food), on Aug. 9 starts *Gilbert Martyn and the News* on 156 BLUE stations, Mon. thru Fri., 11:30 a.m.-12 noon. Agency: Kenyon & Eckhardt, N. Y.

QUAKER OATS Co., Chicago (Puffed Wheat, Rice Sparkies), on Aug. 2 starts *Terry and the Pirates* on 134 BLUE stations, Mon. thru Fri., 6-6:15 p.m. Agency: Sherman & Marquette, Chicago.

RCA, New York (institutional), on Sept. 4 starts *What's New?* on 158 BLUE stations, Sat., 7-8 p.m. Agency: J. Walter Thompson Co., N. Y.

Renewal Accounts

LEHN & FINK Products Corp., Bloomfield, N. J. (cosmetics), on July 28 renews for 13 weeks *Take-A-Card* on 202 MBS stations, Wed., 8:30-9 p.m. Agency: William Esty & Co., N. Y.

CHEF BOY-AR-DEE Quality Foods Inc., Milton, Pa. (spaghetti), on Aug. 2 renews for 13 weeks *Boake Carter*, at the same time adding 6 Yankee Network stations, making a total of 12 MBS stations, Mon., Wed., and Fri., 12 noon-12:15 p.m. Agency: McJunkin Adv. Co., Chicago.

Network Changes

SERUTAN Co., Jersey City, N. J. (Serutan), on Oct. 10 adds 56 BLUE stations to Drew Pearson, making a total of 111 BLUE stations, Sun., 7-7:15 p.m. Agency: Raymond Spector Co., N. Y.

JOSEPH TETLEY Co., New York (Jiffy Soup) on June 29 added 35 BLUE stations to *Morning Market Basket*, making a total of 45 BLUE stations, Tues., Thurs., and Sat. Agency: Duane Jones Co., N. Y.

CHEMICAL INC., Oakland, Cal. (Vano), on Aug. 9 shifts *Deane Dickason—World Traveler*, on 4 CBS California stations, Sun., 9:15-9:30 p.m. (PWT), to Mon. 8:15-8:30 p.m. (PWT). Agency: Garfield & Guild, San Francisco.

UNION OIL Co., Los Angeles, on Aug. 1 shifts *Point Sublime* on 11 NBC Pacific stations, Wed., 9-9:30 p.m. (PWT) to 11 CBS Western stations, Sun., 9:30-10 p.m. (PWT). Agency: Foote, Cone & Belding, Los Angeles.

UP Extends Full Service To Texas and New Mexico

SINCE the speed-up of its radio news wire service to 60 words per minute, United Press has extended full 24-hour service to New Mexico and Texas, as well as increasing its coverage of regional hookups in West Virginia, Nebraska and South Dakota, according to Al Harrison, UP radio sales manager. Stations using the UP radio wire under long term contracts are located in Clovis, Roswell and Carlsbad, N. M., and in Amarillo, Weslaco, Corpus Christi, Midland, Lubbock and El Paso, Texas.

UP also reported that the staff of the Charleston, W. Va., bureau has been increased to handle the high speed wire service. UP estimates that between 7 a.m. and 11 p.m., some 25% of the wire space and time is devoted to local, state and regional news by the various regional hookups.

Recent stations subscribing to the UP wire service, to start in August are WISR Butler, Pa.; WOSH Oshkosh, Wis.; WRLC Toccoa, Ga.; WHEB Portsmouth, N. H.; KWYO Sheridan, Wyo.; KRJF Miles City, Mont.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

5 kw. Station—Key outlet for regional net wants accountant who knows taxes to take job of comptroller. State salary and background first letter. Confidential. Box 870, BROADCASTING.

Announcer—To handle news broadcasts and work board. Good starting Salary. Steady employment; non defense area. Living accommodations can be arranged. 4F or Married. WSYB, Rutland, Vermont.

Salesman—Excellent opportunity for experienced time salesman in strong industrial town surrounded by very rich agricultural area. In reply state age, experience, and draft status. KBIZ, Ottumwa, Iowa.

5 Kw. Basic Network Station—In metropolitan midwest market wants experienced announcers immediately. Working conditions ideal. Good salary. Send full details. Box 869, BROADCASTING.

OPERATOR—First or second class. Draft exempt. At station in nondefense farming area operating with best of equipment. Air mail references, photo, draft status, salary expectations. KTFI, Twin Falls, Idaho.

SPORTS ANNOUNCER—Play-by-play of basketball and football, also straight commercials. Live midwest local with unusually strong sports schedule. Give age, experience, draft status and starting salary desired. KBIZ, Ottumwa, Iowa.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 882, BROADCASTING.

Wanted at Once—First class engineer. Draft exempt. Tell all first communication, including minimum salary. WMSL, Decatur, Alabama.

Midwest Local—Needs good announcer who knows football and basketball. This is not a duration job. It pays a good salary. A family man would be preferred. Send information about yourself to Box 877, BROADCASTING.

Transmitter Engineers—Several vacancies exist for plant engineers with first class license. Permanent career positions with 50,000 watt station in South. Excellent opportunity for right men. Applications held in confidence. Give full details first letter to Box 879, BROADCASTING.

Announcer—Permanent position with 5 kw regional network station for draft deferred, experienced man. Box 881 BROADCASTING.

ANNOUNCER — With some experience. Must have at least third class license. Give complete details first letter, including minimum salary. Radio Station WMOG, Brunswick, Georgia.

SALESMAN—Interested only in local account man with experience, seeking permanent affiliation. No high pressure. Excellent opportunity in 250,000 market. Handle established local account list. Straight salary. State background, starting salary needed, availability. Give references, present billing. Write W-I-N-D, Gary, Indiana.

50 Watt Network Affiliate—Doing excellent volume in leading Midwest city has opening for capable executive for sales manager and program director position. Please state experience references, salary expected. Box 889, BROADCASTING.

Situations Wanted

Announcer-Producer—50, excellent theatrical background and radio acting experience. Desires connection with small station, central, south, or southwest states. Best of references. Box 872, BROADCASTING.

Situations Wanted (Cont'd)

4F Announcer—5 years' experience. Now at 5 kw. Prefer 50 kw. or 10 kw. Go anywhere. Box 874, BROADCASTING.

STAFF VOCALIST—Announcer available — four years vocal experience — nine months announcing — 4F in draft — age 23 — desires change. Personality and progressiveness. Box 891, BROADCASTING.

Chief Engineer—Small station desires change. Living conditions. Married. Draft exempt. References. John Gann, WCNC Elizabeth City, N. Carolina.

Station Manager—15 years' newspaper and radio experience. Draft status 3-A. Now employed manager 5000 watt network affiliate. Successful selling record; thoroughly experienced in administration and programming. Excellent reference. Box 875, BROADCASTING.

Announcer—Eight years' experience. Wire Charles Niles, WCLO, Janesville, Wisconsin.

Program Director—Capable of taking complete charge program department network regional. 4F. 5 years background all phases. Go anywhere. Desires permanent connection. Box 873, BROADCASTING.

MIDWESTERN COLORED BOY—With excellent voice wants job either announcing or operating. Third grade license. Draft 4F. Available at once. Box 876, BROADCASTING.

EXECUTIVE-GENERAL MANAGER-STATION MANAGER—17 years' experience. Newspaper and radio. Broad knowledge all departments. Good organizer, knows merchandising. 43 years of age, veteran last war. Interested in salary and commission arrangement. Best of references. Box 887, BROADCASTING.

Available at Once—Top notch announcer with 15 years' successful newscasting producing and general major station experience. Executive ability. 41 years of age. Wire Box 884, BROADCASTING.

Chief Engineer—Experienced in installation and maintenance quarter to 50 KW. Desires locate South or Southwest. Deferred. Minimum salary $65 week. Box 885, BROADCASTING.

Wanted to Buy

Will Buy—One good used vertical pickup head RCA Type AZ-4217-2. Chief Engineer, WTOL, Toledo, Ohio.

Will Pay Cash—For profitable local or regional station. Write Box 886, BROADCASTING.

SUCCESSFUL RADIO STATION OPERATORS—WANT TO BUY LOCAL STATION SOUTHWEST: ALSO CONSIDER MANAGEMENT OR LEASE ARRANGEMENT. BOX 890, BROADCASTING.

Michigan, Ohio, Indiana, Illinois Or Wisconsin Local Station—Responsible party. Send details. Box 871, BROADCASTING.

Radio Station—Local regional. Russell Bennett, Sweetwater, Texas.

Broadcast Station Equipment—Want to buy at once: One 250-watt transmitter and such station and studio equipment as available. Also one 100-watt transmitter. Also one 175 to 200-foot self-supporting vertical radiator. Please describe and give price. Box 878, BROADCASTING.

For Sale

Doolittle Radio Frequency Monitor—Model FD-8. Suitable for Crystal Grinding. Used only two weeks. Box 880, BROADCASTING.

Opens Research Firm

J. E. GRAHAM has reopened his market research firm at 424 Madison Ave., New York, having left the Board of Economic Warfare. Mr. Graham closed his business in May of last year to do economic intelligence work in the enemy branch of the BEW. Mr. Graham was formerly secretary of the New York branch of the American Marketing Assn., and has taught marketing at City College, New York.

Revlon Show on Blue

REVLON PRODUCTS Corp., New York, has selected the BLUE for its first network show for Revlon nail enamel and lipstick, probably starting in the fall on Thursdays, 10:30-11 p.m. Details have not been revealed. Firm has previously used spot radio on a limited scale. Agency is William H. Weintraub & Co., New York.

Wanted

WOMAN WRITER

Radio Commercials

By leading southern A.A.A.A. agency—woman experienced in radio copy. To write commercials for chain shows, local and participating programs and spot announcements—largely for food products. No script writing necessary.

Not a "duration" job, but a permanent one. Liberal salary and bonuses. Write fully, enclosing samples of work.

Box 888, BROADCASTING

Dafoe's Pipe

SMALL PACKAGE received last week by Reginald T. Townsend, Lennen & Mitchell account executive, contained the favorite pipe of the late Dr. Allan Roy Dafoe, Quintuplet-famed gynecologist, of Toronto. Sent by Dr. Will Dafoe, the physician's brother, the pipe is a token of the warm friendship between the Quint's doctor and the man who handled that combination on the radio for Lehn & Fink (Lysol). It was Dr. Dafoe's custom to puff tranquilly between sentences while making his broadcast.

MERRILL MUELLER, NBC reporter with the forces invading Sicily, returned to Allied headquarters July 16 and broadcast an eyewitness report of the landing to NBC listeners.

WELL KNOWN NAME

in the newspaper field. 20 years on the continent for the two major news agencies. Outstanding by-line record of foreign news reporting and interpretative observation. Author of a current best seller on political situation in Italy. Has excellent voice, knows microphone technique. Would like to join station in major city as commentator. Available after Sept. 20.

BOX 883 BROADCASTING

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Hope for Farm Battery Output To Meet Needs Seen by WPB

Efforts Underway to Permit Industry to Continue Capacity Operations During Third Quarter

EFFORTS to enable farm battery manufacturers to maintain capacity operations in order to satisfy current requirements of rural radio set owners are being made by the War Production Board, BROADCASTING learned last week.

At the same time, the Office of War Mobilization revealed an overall program under which it will correlate studies being carried on by military agencies and the WPB of military and civilian requirements of consumer goods. Justice James F. Byrnes, OWM director, is fully cognizant of the importance of keeping farm radios in operation. The supply of batteries and tubes, along with other home front requirements, will continue to have his attention, it was stated at OWM.

A communication submitted by the OWM Wednesday to Neville Miller, president of the NAB, expressed the hope that battery production would be sufficiently increased to equal current consumption and provide a small surplus to bite into the deficit accumulated under severe restrictions imposed last winter.

Zinc Requested

The Zinc Requirements Committee of WPB has received a request for additional zinc from the Consumers Durable Goods Division. This request has not yet been acted upon, pending further information desired by the Committee.

Hope of obtaining the additional zinc was expressed in a letter dated July 8 from Dudley P. Felt, then director of the WPB Consumers Division to the OWM. In this letter, transmitted to Mr. Miller by Justice Byrnes, it is stated: "At the present time additional zinc has not yet been provided for third-quarter capacity operations but we are working on this and hope that nothing will interfere with our programs."

Referring to a statement by Mr. Miller that "farm battery production continues insufficient to balance consumption, let alone overtake the accumulated deficit," Mr. Felt stated:

"Unless military requirements are larger than anticipated, or unless the labor situation becomes more critical, we have every hope of producing enough batteries to keep up the consumption and provide a small surplus to overtake the deficit. However, it is obvious that we are unable to get more batteries than the capacity of the industry will allow. Most of the factories are working at least two shifts; we are doing everything we can to induce other battery manufacturers, who previously had a very small radio battery production, to re-arrange their facilities for increased production of this item."

Effects of the restrictions imposed by Order L-71, issued last October, which limited the production of farm batteries to 60% of pre-war output, were recounted by Mr. Felt. "The situation became so serious," he stated, "that in March of this year steps were taken to determine if additional zinc was available for use in radio batteries. Although the Zinc Division had been under pressure to conserve even more of the metal, they could see the unfortunate results of our severe limitation of farm batteries and allowed sufficient additional zinc for the period from March 20th to June 30, 1943, to enable manufacturers to operate at capacity."

Stating his belief that the demand for farm radio batteries is greater today than at any time since the advent of the electric-powered radio, Mr. Felt pointed to listener interest in newscasts and war programs and curtailment of gasoline as contributing to increased use of radios.

"There are no less than 3,200,000 farmers," he concluded, "who depend on dry batteries for their radios and we believe it of prime importance to provide them with between 1½ and 2 sets of batteries a year. At the present capacity of the industry, we can provide about 1¾ batteries a year, if materials are made available for this production."

LEIGH WHITE, CBS Washington correspondent, is the author of an article in last week's *Saturday Evening Post*, dealing with Marine Corps Maj. Gen. A. A. Vandergrift.

Gets Its Man

THREE MINUTES after a U. S. Employment Service representative issued a hurried call for a war plant guard over WDRC, Hartford, an applicant had called WDRC for the position and a few hours later was hired. The USES program on WDRC is *War Jobs You Can Have.*

FTC Opens Testimony In Lorillard Proceeding

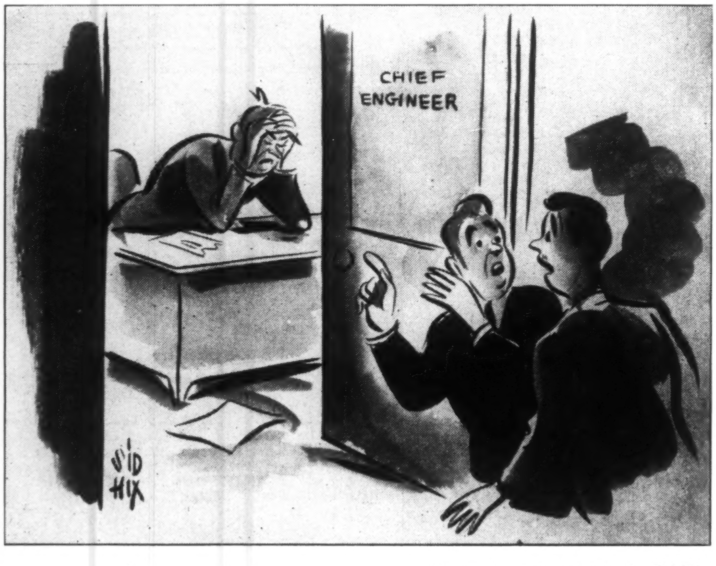
OLD GOLD cigarettes, product of the P. Lorillard Co., together with Sensations and Beech-Nuts, and Friends smoking tobacco, began presentation of testimony before the FTC in New York last week in a hearing on FTC charges of misrepresentation in their advertising [BROADCASTING, March 8]. Hearings on similar charges against Philip Morris cigarettes are scheduled to begin in New York July 28.

Hearings for Philip Morris first began last April 19 in New York, but were postponed indefinitely at the end of the first day, after introduction of radio continuities and other material involved in the complaint, to allow counsel for the tobacco company to fulfill previous commitments for legal work for the Government.

The Camel hearing set for April 20 in Washington followed much the same procedure with the introduction of evidence and was postponed indefinitely at the end of the first day because of a case in New Jersey which required the presence of R. J. Reynolds Co. officials. No date has yet been set for resumption of the Camel hearings. [BROADCASTING, April 12].

FMBI Board Meeting

FMBI board meeting is to be held in Milwaukee Aug. 3, at Radio City. The meeting is open to the membership of FM Broadcaster's and Maj. Edwin H. Armstrong has indicated that he will attend.



Drawn for BROADCASTING by Sid Hix

"The IRE Kicked Him OUT Because He's the Only Member Who Didn't Help Invent Radar!"

RADIO JOB RULE RELAXED IN N. Y.

NEW YORK CITY Area Wa Manpower Committee has issued formal ruling that until further notice radio announcers, sound effects men, actors, musicians, singers' producers, directors and writers may secure new employmen without securing statements o availability. Ruling ratifies the decision reached last month at meeting between Lillian L. Poses regional attorney for the War Manpower Commission, and representatives of most stations in the New York City area. [BROADCASTING June 21].

The ruling modifies general provisions of the New York City Are Stabilization Plan requiring statements of availability for an changes of employment for individuals employed in essential industries, such as broadcasting which it was felt would work undue hardships for the classes o employes named above, since the include many freelance worker and parttime employes who ma have several jobs at the same time Original restrictions, however, continue to apply to time salesmen promotion men, engineers, clerica workers and all other station an network employes except thos specifically listed in the new ruling While the classification of employe was based primarily on types o jobs which are predominantly sta or predominantly freelance, th ruling applies to all employes o the types listed, regardless of thei actual staff or freelance status.

OPA Sets Ceilings

NEW methods by which maximu prices are determined on radios an phonographs assembled by retailers and distributors have been established by the Office of Pri Administration effective July 2 Embodied in Maximum Price Reg lation No. 430, the action provid more effective control over ceiling on a scattered number of rad dealers and distributors who sin the summer of 1942, when regul manufacturing ceased, have become extensive assemblers of household radio receiving sets from par which they accumulated. The ne regulation, OPA stated, will ma prices to the public more unifor and in many instances lower th levels prevailing under the GMPR March 1942 ceilings.

RCA Radar Booklet

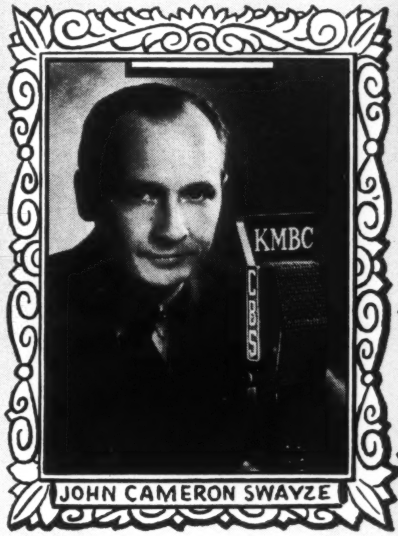
REVEALING some of the mysteries of "radar" in a booklet, RC promises great post war prospec for this "wartime miracle of radi and pays tribute to the resear scientists and radio engineers w play an important part in the development of radar.

The booklet, *Radar - Wart Miracle of Radio*, cites several historic instances in the present conflict when radar has played an important role. It also traces the lo trail of radio magic that prece and leads up to this recent development.

AGNES ALEXANDER, former secretary to the CBS sales service manager for the midwest division, h been promoted to assistant sales ser manager of that division of the network. She has been associated w WBBM, Chicago, for 13 years.

XUM

ERLE SMITH—NEWS EDITOR



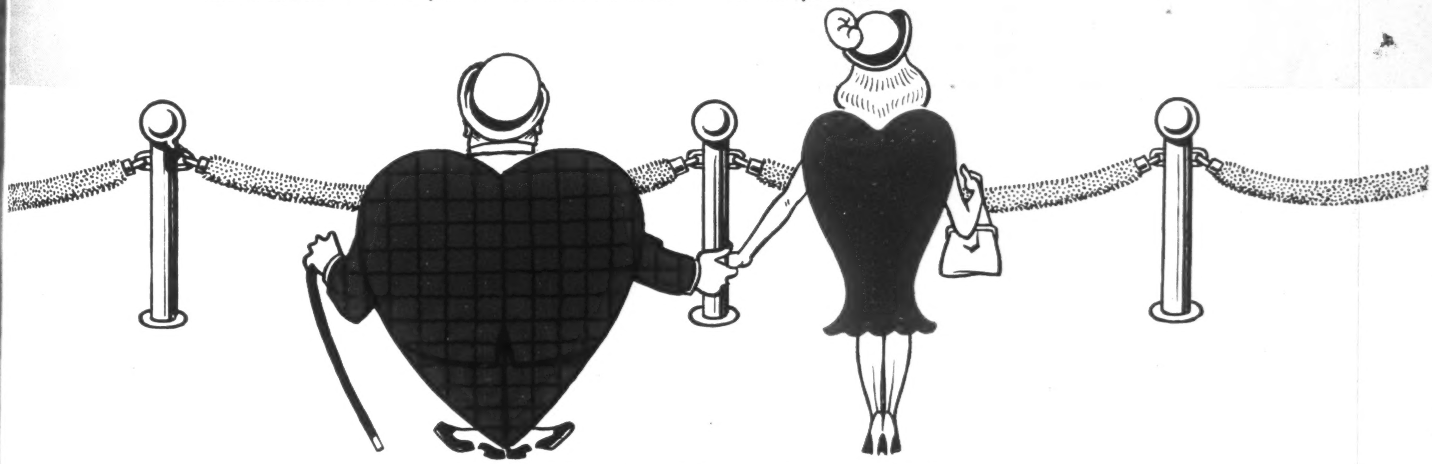
JOHN CAMERON SWAYZE

JOHN FARMER

HENRY GOODMAN

SPEAKING OF ETCHINGS

Prominent in KMBC's gallery of station personalities is this showing of those who make up KMBC's nationally famed news department. KMBC has long been recognized as a station of personalities, and its investment in these qualified newsmen has reaped a rich harvest in distinguished news sponsors. There's satisfaction in knowing that you'll be *keeping the best of company* in sponsoring news over KMBC. For proof of this, and details of a choice availability open at this time, our nearest Free & Peters office awaits your call.



KMBC

OF KANSAS CITY

Free & Peters, Inc.

SINCE 1928—THE BASIC CBS STATION SERVING MISSOURI AND KANSAS